

PRINTERS' INK



Registered U. S. Patent Office

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NEW YORK, MAY 3, 1934

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Business questions that, least of all Steinway & Sons. And yet, during the last thirteen years, on a uniformly declining market, Steinway have steadily increased not only their volume of sales, but also their percentage of the entire number of pianos used.

The slump began in 1921. To combat it, Advertising

Headquarters prepared a series of spectacularly beautiful advertisements — advertisements so glamorous that even those who could not play a note themselves determined their children should know the Instrument of the Immortals.

Steinway sales mounted. In 1929, with the entire industry far below its 1921 level, Steinway sales were 69% above 1921.

Then came these leanest years — and a totally disrupted market. The Steinway, with a minimum price well over \$1000, was forced to compete with other grand pianos reduced to \$300 and under.

A new attack was launched. Small space was concentrated in metropolitan areas. Value was stressed. As the new advertising and the renewed vigor of the Steinway organization gathered momentum, the sales curve began to go up. 1933 sales were 57% over 1932. Once again Steinway is making the river run up-hill.

N. W. AYER & SON, INC.

Advertising Headquarters

WASHINGTON SQUARE, PHILADELPHIA

New York
London

Boston
Montreal

Chicago

San Francisco
Buenos Aires

Detroit
São Paulo

A Gain of Over Half a Million Lines IN TOTAL PAID ADVERTISING

Among Boston newspapers the Herald-Traveler leads the way in lineage recovery. During 1934 up to April 25th in Total Paid Advertising the Herald's total of 3,958,898 lines exceeded the total of the second paper by 669,018 lines; the Herald's actual gain of 682,345 lines was a larger gain than that of any Boston newspaper.

As usual during this period, in the major classifications of retail, general, financial and classified advertising the Herald led all Boston newspapers.

BOSTON HERALD-TRAVELER

Advertising Representative
GEORGE A. McDEVITT CO.
New York Chicago
Detroit Philadelphia
San Francisco



For seven consecutive years the Herald-Traveler has led all Boston newspapers in total paid advertising.

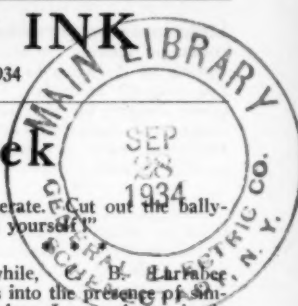
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PRINTERS' INK

NEW YORK, MAY 3, 1934

This Week



PERHAPS this ought to be called Simplicity Week.

In this issue we not only commend simplicity and endorse it, but we go sled-length and prescribe it.

Under the title, "Plain Words to Plain Folks," Roy Dickinson develops the thought that a new product on the market is like a new resident in a neighborhood. The man who leases the Tompkins place hopes that he and his family will form new friendships; but, unless he's the sort of person whom you wouldn't want to know anyway, he refrains from turning handsprings and yelling loudly on the village square. On the contrary, he does his darndest to win friends by being one; and in the process he comports himself with decorum.

"Wouldn't it be a grand thing," Mr. Dickinson inquires, "if the next time an agency man went to an advertiser with a brand new copy angle, and before the advertiser had O. K.'d the new copy, they could try out in a quiet room how it would sound if read aloud to a meeting of the Dorcas Society, or to a few people gathered in Elm Street, just off Main, for a quiet evening at bridge?"

Mr. Dickinson also discusses liars. He says he knows only four or five who are really artistic. He points out that lying is especially difficult when the liar must lie in print.

He thinks that the consumers' revolt would bestow benefits if it would acquire a voice with which to address the author of offensive advertising about as follows:

"We have bought your product in the past. We like it. But we don't like what you say about it in your advertising. You don't have

to exaggerate. Cut out the ballyhoo. Be yourself!"

Meanwhile, B. Larrabee guides us into the presence of simple Grandma Jones whose simple standard of living summed up in a single word—"comfortable."

As buyer for the household, Grandma didn't buy vitamins. She bought vittles. She bought good vittles, not because somebody in a laboratory or in an evening gown had endorsed them, but because both she and Grandpa Jones just plain liked them.

They liked good furniture, too, and, Mr. Larrabee recalls, "when they bought it they weren't above turning it over to find out what it was made of."

Mr. Larrabee is impatient with those braggarts of the present generation who seem to think that the standard of living is something they invented. "What the present generation overlooks," he remarks, sharply, "is that in many, many homes the art of comfortable living is a forgotten art."

And, a shade sadly, he concludes with this speculation:

"As we stagger through 1934, one wonders if the quality manufacturers of the United States will ever quite realize that a comfortable standard of living is, after all, much more satisfying than a standard built on fear and economy."

* * *

And, while we're on the level of plain and simple common sense, we consider money. It's a grand idea that business exists to serve the people; but to continue its existence and to go on serving until it hurts—as it often does—business needs cash. This week Arthur H.

Little opens a series of articles on collection letters. In the opening session he discusses broad policies and over-all methods. In subsequent sessions, he promises he will quote—and copiously—actual letters that have achieved praise-worthy results.

* * *

Dredging for fundamentals, Aesop Glim has taken to asking questions. Imaginatively, he establishes this week a Board of Examiners for Advertisers. As such a board might do, he propounds five questions that aspiring adcrafters would be required to answer; and then he answers them himself and explains why and wherein. In addition, he reveals the five questions he will ask and answer next week—this to the end that P. I. readers, in advance, may send in answers of their own. The feature will continue indefinitely.

* * *

Frank Atha, of J. A. Folger &

Co., pleads for simplification of the work of salesmen. Let sales executives cut the road men's paper work to an irreducible minimum, he urges—and then cut it some more. As Mr. Atha sees it, the main idea is to prevent routine from smothering the highly human art called salesmanship.

* * *

Simple, too, in the opinion of Allyn B. McIntire, president of the A.N.A., is the premise from which co-operative thinking, moving along logical lines, will reach a conclusion about the compensation of advertising agencies. Since last summer, the A.N.A. has been sponsoring a study that aimed to go beyond the researches of James W. Young. This week Mr. McIntire, in the A.N.A.'s first utterance on the current study, lays out what he believes ought to be the starting premise: that "advertising exists for the advertiser, and not for the advertising medium."

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Sales

IN the first three months of 1934, 95 retail shops have published 371 advertisements in The New Yorker, an aggregate of 136 pages.

277 of these advertisements feature specific merchandise in the expectation of direct and traceable sales. 193 append prices.

The fact that the increase in the volume of their advertising amounts to 61 pages—or 81 per cent more than were used in the same period a year ago—indicates that their expectations are borne out in experience.

THE
NEW YORKER
25 WEST 45th STREET
NEW YORK CITY



**How Many Milwaukee Papers
GO HOME?
—to What Kind of Homes?**

The Facts Are In!

A MILWAUKEE department store wanted facts on newspaper home coverage in Greater Milwaukee. They had the American Appraisal Company gather these facts through home interviews.

FIRST big fact—The Milwaukee Journal is read regularly in nearly four times as many homes as the morning paper and twice as many as the other evening paper.

SECOND big fact—The Journal is read regularly in 73,499 homes reached by no other newspaper.

THIRD big fact—The Journal is read regularly in 79% of all homes in the wards and suburbs where the rental average is \$50 a month or more—or in three times as many as any other newspaper.

FOURTH big fact—In the balance of Greater Milwaukee, The Journal is read regularly in 64% more homes than any other newspaper.

A Journal representative will be glad to show you further interesting facts from this survey on request.

THE MILWAUKEE JOURNAL

FIRST BY MERIT

NATIONAL REPRESENTATIVES . . . O'MARA & ORMSBEE, Inc.

NEW YORK

CHICAGO

DETROIT

LOS ANGELES

SAN FRANCISCO

Plain Words to Plain Folks

Advertising, Like People, Doesn't Make Friends by Turning Handsprings and Loud Yelling

By Roy Dickinson

A COLD, pelting February rain was falling from a heavy sky. There was a crowd in the Great Western Railway station. The odor of wet clothing and shoe leather was prevalent. A group pushed through the crowd, climbed aboard. The conductor's hand was on the bell-rope. A tall man went to the back platform, removed a stove-pipe hat, said:

My friends, no one not in my situation can appreciate my feeling of sadness at this parting. To this place and the kindness of these people I owe everything. Here I have lived a quarter of a century and have nassed from a young to an old man. Here my children have been born and one is buried. I leave now not knowing when or whether ever I may return.

It was Abraham Lincoln leaving Springfield, Illinois, for Washington. He parted from the friends who knew him, whose faith in him had spread his fame. He was going out into the national field with the confidence of those who had known him for a quarter of a century. Known him as a man of integrity, helpfulness, honor.

* * *

At the risk of being accused of a far-fetched question, I ask whether the first appearance of Lincoln in Springfield, as a young man, was not very similar to the appearance of a product in advertising space.

The coming of any young man to a city of strangers corresponds, it seems to me, to the coming of advertising into the home. A young fellow goes into a new community. It never occurs to him that the way to build friends there is to stand out on Main Street, beat himself upon the chest and boast about himself.

If he went to a meeting at the Elks Club, at the invitation of a native, he would be likely, if he had any sense, to confine his few remarks to understatement of facts rather than to overstatement. He would probably spend part of his time in seeing how much good he could do, being helpful to his neighbors. He would keep in as close touch as possible with as many people as he could, and would share the result of his experiences with other people to make them happier and more successful. He would, in a word, try to conduct himself as a good neighbor, to build in the town of his choice a reputation and a character.

Wouldn't it be a grand thing if the next time an agency went to an advertiser with a brand new copy angle, and before the advertiser had O.K.'d the new copy, they could try out in a quiet room how it would sound if read aloud to a meeting of the Dorcas Society in East Aurora or to a few people gathered together in Elm Street, just off Main, for a quiet evening at bridge? Every company that advertises comes into a new neighborhood. It hopes by its copy to reach people of the younger generation who have never seen its advertising before, or a new group of prospects or else some old

friends who have known its products in the past and whom it hopes to reassure and remind again that it is still doing business in an honorable way.

The readers of newspapers, magazines, the people who hear advertising over the air and see it in street cars and other places, are ordinary citizens such as a stranger will find in any community. Whenever an advertiser, therefore, talks big in his advertising, and deliberately goes out to secure immediate, quick cash returns by overstatement, he is forgetting one of the fundamentals of advertising, namely, that it is supposed also to build good-will. It may take many years for a man or a company to build a good reputation and such a reputation can be destroyed over night by either a man or a company. Everything a company does or says in print should, on the basis of mere common sense, keep this principle constantly in mind.

Take the misleading and exaggerated copy which is sometimes rushed through in a glow of warm enthusiasm because someone says, "Well, it will pay, anyway."

There are, in every town, strangers who come to that neighborhood and exaggerate and lie. Once in a while, after great effort and with a memory as clever as the devil himself, a real lying genius can achieve a lie which will stick for two weeks or a year or part of a lifetime.

Very Few Really Good Liars

I personally know only four or five really artistic liars. It takes brains to be a good one. These men to whom I refer have to be constantly on the job telling more lies to build a background for the one they have just told and their memories must be amazing. Yet even their lies must fail some time. For real lies no more fit into life than an extra piece fits into a jigsaw puzzle. And even a good lie in print hasn't the chance of sticking that a spoken lie has. There is no corroborative detail there with it. It can't be on the job to argue against the doubter.

Since it always takes more lies to make the original one stick at all, it seems simply stupid for any company which wishes to build a reputation, to put out anything in print which is anything else than an understated bit of truth—well told.

How Falsehoods Often Start

The way that lies often start in advertising is something like this: A company goes along over a period of years, selling its products honestly and talking about them in words that are sincere. Then some clever boy comes to them with a way to make profits quicker.

"Look what your competitors are doing," he says. "Beat them to the punch."

And the manufacturer who once sold his breakfast food, his shoes, his mouth wash, in a decent and logical manner, paws the air and O.K.'s a piece of copy which goes a step further than his competitor. He will put out a lie which has a better chance of sticking. He wouldn't talk that way to himself but that is what it eventually means. He has made a nice profit over the years saying what he has to say as a good neighbor would. Then somebody points out what a crooked neighbor down the street has been doing to get ahead faster and he falls for it.

It is like the sea captain whom Alexander Woollcott tells about. This is a story long told on Cape Cod. The old captain set off for a long voyage to the Hebrides. He came back without his ship. There were tales that it had been wrecked on a cannibal island. The captain didn't have much to say about it when he returned but went on living as he had before the tragedy. One day he was sitting in the shipping office and a man walked in who spoke to him. The old captain was still reticent. His son said: "Don't you know that man? That is Peter, the son of Henry Davis." Still the old captain didn't say anything. His son became somewhat combative in his questions

(Continued on page 90)

IT DARES TO BE DIFFERENT



POINT OF
DIFFERENCE NO. 1

**THE ONLY
INTERNATIONAL DAILY
NEWSPAPER**

The Christian Science Monitor gathers the news of all the world, and distributes it throughout the world. It is read in 124 countries. It has twelve news bureaus . . . hundreds of correspondents . . . in addition to Associated Press, United Press and Press Wireless service. Monitor readers are open-minded, far-seeing, receptive of every good service or product.

**THE
CHRISTIAN SCIENCE
MONITOR**

*Published by The Christian Science Publishing Society
Boston, Massachusetts*

NEW YORK OFFICE—500 FIFTH AVENUE

*Other Branch Offices: Chicago, Detroit, St. Louis,
Kansas City, San Francisco, Los Angeles, Seattle, Miami,
London, Paris, Berlin, Florence, Geneva.*



AN INTERNATIONAL DAILY NEWSPAPER

LaFayette's Advertising

THE Nash-built LaFayette enters this week its first national advertising bid for eminence in the low-price automobile field. The opening of the campaign is a part of one of the most intensive merchandising drives ever staged by the Nash Motors Company.

Newspapers, magazines and posters will be used in the LaFayette program, which is scheduled to run through the greater part of the 1934 automobile selling season. More than 1,000,000 lines of newspaper space are called for, with coverage throughout all dealer and distributor points in the United States and Canada.

Price will be a prominent copy appeal in the new campaign. Two lines are featured, standard and special, with a base price of \$595 for the former. And, in each city where newspaper advertisements

are run, the delivered, as well as the F.O.B., price will be played up. At the same time, quality will be strongly emphasized. Pointing to the long association of the Nash name with quality engineering, the copy will term the LaFayette as the "Quality Car in the Lowest Price Group."

Full pages in two weekly magazines will lay special stress on this quality appeal. A third point of emphasis will be the size of the new car. Unretouched photographs, labeled as such in the advertisements, will be used to get across this angle.

LaFayette insertions in both newspapers and magazines will be alternated with Nash advertisements, the schedule on the higher priced Nash line having been increased considerably for the period.



Campaign for Black Flag

RADIO, comic section half pages, comic strips, black-and-white newspaper advertisements and store displays have been combined by the Black Flag Company, Baltimore, in the most comprehensive advertising campaign in its history. The campaign is to begin in the South and extend North week by week as warm weather approaches.

The radio, comic section pages, comic strips and store displays will center around Frank Buck, jungle explorer, who on the radio programs will tell a jungle story and describe how Black Flag protected him against jungle insects. The

radio and advertising will feature also a free "Jungle Game" for children in connection with the purchase of Black Flag.

The schedule of newspaper advertisements, which includes 112 cities, will use such spectacular headlines as "What we don't eat at night we crawl over before you eat it, in the morning," "For a million years flies have spread death and destruction," "Last night I inoculated a sleeping child with malaria" and others of an equally exciting nature.

The campaign is being handled by Fletcher & Ellis, New York advertising agency.



Norton, Treasurer, NBC

Henry Kittredge Norton has been elected treasurer of the National Broadcasting Company, New York. Mr. Norton, who joined NBC five months ago, practiced law for twelve years, the last two of which were spent as assistant to the general counsel of Armour & Company in charge of financial matters.

O. B. Bond Joins Petry

Osborne B. Bond, for the last two years director of media for Calkins & Holden, Inc., has joined the New York staff of Edward Petry & Company, Inc. He was at one time with A. McKim, Ltd., Montreal. Mr. Bond also had been a space buyer at the Richardson, Alley & Richards Company.

Less
Than

60 Cents

PER PAGE PER THOUSAND
TO REACH THESE 210,000

MEN WITH MONEY!

ONLY two more months—August and September—in which you can enjoy *Modern Mechanix and Inventions'* present sensational low rate—less than 60 cents per page per thousand!

Here are 210,000 professional and amateur craftsmen—the most active type of buyers—the men who want to get ahead (as school and book advertisers will tell you.) They're the type who have money to spend and who spend it, to get the best they can afford—whether it's in tools for their workshops, cars, radios, special car and radio equipment, sporting goods or clothes for themselves, as other **MODERN MECHANIX AND INVENTIONS** advertisers can testify.

And they give **MODERN MECHANIX AND INVENTIONS** the biggest percentage of newsstand sales in the magazine field—proof positive not only that **MODERN MECHANIX AND INVENTIONS** is wanted, but that the men who read it are the kind who feel free to spend money off-hand for magazines.

Here's an audience that would be unparalleled at three times the price; at the rates which still hold good for August and September you can't afford to pass it by. Write, phone or wire the nearest office for further details and to place reservations.

LOWEST MILLINE AND LOWEST PAGE-PER-THOUSAND RATE IN THE MECHANICAL FIELD

Member, Audit Bureau of Circulations

**MODERN
MECHANIX**

AND INVENTIONS

MODERN MECHANIX PUBLISHING COMPANY

New York
52 Vanderbilt Ave.

Los Angeles
705 Bendix Bldg.

Minneapolis
529 S. Seventh St.

San Francisco
1625 Ruess Bldg.

Chicago
919 N. Michigan Ave.



Unique

Copy by Artists

ARTISTS whose work has a public following and who may never have written a word of advertising copy are being invited to try their hand in a campaign for Arrow shirts. The campaign has its origin in the belief of A. O. Buckingham, advertising director of Cluett, Peabody & Company, that there are many people who want to write copy, and he plans to use it as they would like to see it appear.

While each piece in the series will reflect the aspirant's conception of a good advertising message, it is believed that the campaign will hold a continuity element by reason of the fact that each contributor has had outlined to him instructions similar to those usually given to a copy writer.

The copy is testimonial in character but, Mr. Buckingham feels, the public will recognize that this device is obviously employed for its humor. Here for example is the specimen submitted by F. G. Cooper, which appears with an illustration of himself in a shirt whose collar and sleeves misfit him perfectly:

Gentlemen—

I haven't had complete satisfaction from my first two Arrow Shirts, S.S.*

My mistake.

I had read that they *would not*

shrink, and the clerk told me they *would not* shrink, but I had read that stuff for years and heard it from the clerks for years, about other shirts.

I knew all about shirts.

So I bought my first Arrow Shirts, S.S.*, with the neck the usual amount too large, and the sleeves the usual amount too long, confident that they would be about right after a laundering or two or three.

I still have my first two Arrow Shirts, S.S.* (they seem to wear like the dickens), and the necks are still that usual amount too large, and the sleeves are still that usual amount too long. (I wear them only in the privacy of a quiet day at home.)

Since then I have acquired other Arrow Shirts, S.S.*, too, but I bought them the exact size I wanted—and they are still that exact size I want.

Sincerely,

F. G. COOPER.

*SANFORIZED SHRUNK.

To insure the greatest audience for advertising, in Mr. Buckingham's opinion, it must compete with editorial matter and the artists are given a free hand to express themselves just as they are encouraged to do in editorial contributions.

The campaign, though only two weeks old, already has brought in several voluntary contributions from the general public.

New Accounts to Fitzgerald

The following accounts have been placed with the Fitzgerald Advertising Agency, New Orleans: Louisiana Power & Light Company, Algiers, La.; The Latin American Liquor Company, New Orleans, and the Myles Salt Company, also of New Orleans.

F. M. Farrar with Lord & Thomas

Fred M. Farrar has resigned his position with the general offices of the Hearst Newspapers and has joined the New York office of Lord & Thomas.

Collins on Gimbel Board

Kenneth Collins, assistant to the president of Gimbel Brothers, Inc., New York, has been elected a member of the board of directors.

A.N.A. Sets Meeting Date

The semi-annual meeting of the Association of National Advertisers will be held at the Edgewater Beach Hotel, Chicago, on June 4, 5 and 6. Robert F. Flood, of the Gulf Oil Refining Company, is chairman of the program committee.

Neach Joins Tracy

Harry D. Neach has joined W. I. Tracy, Inc., New York advertising agency, as an account executive. He formerly was with Charles Austin Bates, Inc.

Fox to Paris & Peart

P. C. Fox, formerly with the J. Walter Thompson Company, has joined the copy staff of Paris & Peart, New York agency.

When a State Penalizes the Advertiser

It Demands Extra Charge for Advertised Brands

By Stuart Peabody

Director of Advertising and Commercial Research, The Borden Company

THREE judges in Federal Court on Friday, May 4, will sit at a hearing to determine whether an old, well-known, established business is to be penalized for advertising its product or not. The company is Borden's Farm Products Company, Inc., and the product is milk. But that is merely incidental; the decision involves a fundamental constitutional question of real importance to all those engaged in using advertising as well as the mediums which carry it.

A recent amendment to the New York State Agricultural and Markets Law makes it mandatory in effect for distributors of "advertised" brands of milk to charge one cent more for their milk sold through stores than distributors of so-called "unadvertised" milk. The exact language of the portion of paragraph 258q of Article 21a of that law pertaining to the question reads as follows:

"It shall not be unlawful for any milk dealer who since April 10, 1933, has been engaged continuously in the business of purchasing and handling milk not having a well advertised trade name in a city of more than 1,000,000 inhabitants to sell fluid milk in bottles to stores in such city at a price not more than one cent per quart below the price of such milk sold to stores under a well advertised trade name and such price shall also apply on sales from stores to consumers provided that in no event shall the price of such milk not having a well advertised trade name be more than one cent per quart below the minimum price fixed for such sales to stores in such a city."

On April 26, U. S. District Judge Francis G. Caffrey signed

a temporary injunction sought by Borden's Farm Products Company, Inc., to restrain officials of the New York State Division of Milk Control, the State's Attorney General, and local district attorneys from taking any action against Borden's Farm Products Company, Inc., pending the determination of the court as to the question of whether the imposed differential is constitutional.

No question of the quality of the product is involved. No question as to the truth of the advertising or the claims made therein is involved. The sole issue lies between advertised and non-advertised brands. The same issue might—and, perhaps, will—rise in connection with the sale of shoes or bread or meat or gasoline or motor cars.

Development of Borden Prestige

Let me first review the question as it involves Borden's.

For years we have searched for ways of protecting our milk and keeping it pure. We have added at our expense every possible measure or device to raise the quality of our product. We have invested the money of our stockholders in keeping our quality at a high level. The name "Borden's" on milk has been jealously guarded. We have been faced with, and have met squarely, the tide of unfair competition from unscrupulous dealers. Had we not kept a consistently high quality, all the advertising on earth could not have helped us. The same may be said of most widely advertised products of reputable manufacturers.

In order to sell our product to consumers, we have used advertis-



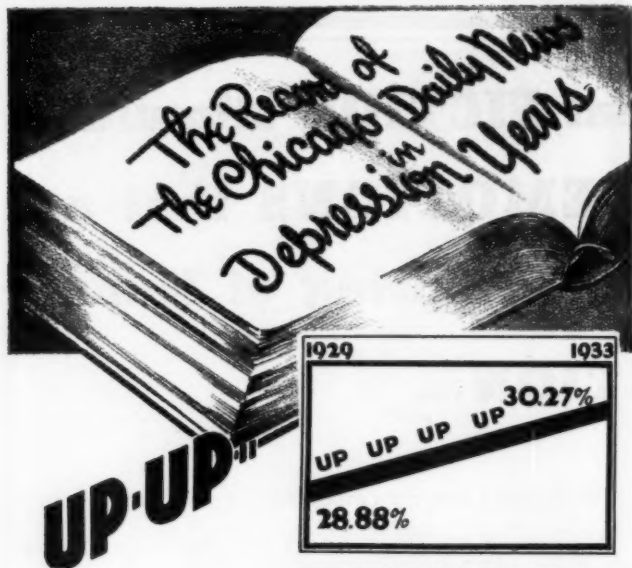
From an early illustration

**"The most
influential books and
the truest in their influence
are works of fiction. They re-
arrange, they repeat, they
clarify the lessons of life,"
said Robert Louis
Stevenson**

Great **FICTION** stimulates the **EMOTIONS** that are the mainspring of Human **FICTION...**

Who could imagine a more sedate tale of simple family life than "Little Women?" Yet so surely does it contain the essence of GREAT FICTION that its sale has held to surprising levels for years, and as a moving picture it bids fair to rank among the most popular of all time. ➤ In this year's Easter Parade countless women, big as well as little, paid tribute to its influence, *in cash*, in the way they wore their hair, their hats or their gowns. ➤ Men who sell know the power of GREAT FICTION...use Cosmopolitan's GREAT FICTION as the background for their advertising to more than 1,600,000 *fiction-reading, fiction-loving families.*

COSMOPOLITAN



THE DAILY NEWS PERCENTAGE
OF TOTAL ADVERTISING IN ALL
CHICAGO DAILY NEWSPAPERS

Authority: Media Records, Inc.

**. . . in the
percentage of TOTAL ADVERTISING
in Chicago daily newspapers . . . in
the years when smaller advertising
budgets had bigger jobs to do.**

**THE CHICAGO DAILY NEWS
EVERY YEAR A YEAR OF LEADERSHIP**

GEORGE A. McDEVITT CO., National Advertising Representatives, NEW
YORK—CHICAGO—PHILADELPHIA—DETROIT—SAN FRANCISCO

May 3,

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ing. Our advertising has, of course, been directed to selling Borden's milk. But a large part has also been and is educational, bringing out the health viewpoint, for the purpose of increasing consumption.

For example I quote one piece of copy as follows:

"February and March are dangerous only when your resistance is lowered. There are three important things you can do to protect your resistance. Get eight hours of sleep a night. Avoid getting chilled. Eat plenty of protective foods.

"These foods are milk, fruits and green leafy vegetables. And the most important is milk. For in addition to its all-round nourishment, milk is one of the most dependable sources of Vitamin A—the vitamin that builds resistance to winter ills.

"Three glasses of Borden's Milk a day for adults—at least a quart for children, is an inexpensive form of health insurance. You'll find, too, that Borden's is milk at its best. Its purity and richness protected by skilled scientists—its country fresh flavor unchanged."

That this educational campaign has profited the distributor of non-advertised milk as well as ourselves there is no doubt. Yet, according to law, distributors of unadvertised milk are allowed to sell their product to the storekeepers and therefore, the public, at one cent less than ourselves, presumably because we advertise.

We do not spend as much as one cent per quart on advertising. In 1933 Borden's Farm Products Company, Inc. spent \$230,000 in newspaper advertising in the New York metropolitan area. The company's average daily sales in that period exceeded 600,000 quarts of which 200,000 were sold to stores. The advertising cost in this area was less than one-fifth of a cent

THE GREAT DIET RIDDLE

How can the same food help you reduce if you are overweight—or "build you up" if you are underweight?

That food, as doctors and dietitians know, is milk. The reason it can do both these things is very simple.

Milk contains in almost perfect proportion the proteins and carbohydrates, the mineral salts and vitamins the body needs for health and development. If you are underweight plenty of milk in your diet is the best foundation for building up your body. If you are overweight, milk will enable you to cut out many foods which make fat—and to reduce without loss of health or vitality.

Make 2 or 3 glasses of Borden's Milk a day the foundation of your diet and you can make your weight what it should be—naturally. You'll enjoy drinking Borden's, too. For Borden's safeguards not only guarantee you milk that is rich and pure, but milk that has that refreshing country fresh flavor.

Find out more about dieting safely—read for our free booklet "Watching the Scale!"

Borden's

GRADE A MILK

BORDEN'S FARM PRODUCTS COMPANY, INC., 110 HUDSON STREET, NEW YORK CITY. PHONE WALKER 5-1000 OR YOUR LOCAL BRANCH

This advertising helps all distributors of milk—yet by law unadvertised brands may be sold one cent cheaper per quart

a quart. Thus, the differential is five times as much as the actual amount spent in advertising.

A check-up of the so-called unadvertised brands shows that in their special localities many of them are spending as much, if not more, per quart for advertising than is Borden's. The fact that some of this advertising by "unadvertised" brands takes the form of display material, etc., and not newspaper advertising seems to me to be beside the point.

Does the price differential benefit the dairy farmer? We do not believe so. We do not seek to pay the farmer less or sell at a lower price than our competitors.

We believe the dairy farmer will benefit by an increased consumption of milk. What is the best means of increasing consumption? By advertising, by telling consumers how they can better their

health by drinking more milk.

If, by law, a price differential is raised against distributors of advertised brands of milk, does it not seem possible that they may at some time decide to eliminate their advertising? Farmers in many sections of the country are well aware of the potency of advertising in moving produce.

Would the dairy farmers of New York State benefit, then, if advertising of milk were stopped? Only a week or so ago we read that a Government commission, the Tennessee Valley Authority, had engaged the services of an advertising agency to create an advertising campaign to promote the use of electricity in the territory which TVA services with that product.

Does the price differential benefit the consumer? We do not believe so. The two factors most desired by the consumer in milk are the assurance of high quality and a reasonable price. As I have said in this case the question of quality is not involved.

As to price, the very essence of the controversy is that the Borden company wishes to *reduce* its price to that of its competitors who sell unadvertised milk. Harry A. Cronk, president of Borden's Farm Products Company, Inc. has clearly and publicly stated that "if the restraining order is made permanent,

it is our intention to lower the price of milk to the consumer buying through stores in keeping with competitive conditions."

We have heard much of the attitude of Governmental officials toward advertising. We have read in the writings of some Washington officials that advertising is an economic waste. Such attacks are unwarranted and untrue. Yet here is a case in which we as advertisers are penalized by an enforced handicap, for no sound economic reason. By reason of this trade disadvantage, Borden's is suffering losses in business exceeding 25,000 quarts of milk a day. The provision of the Agriculture and Markets Law which causes such losses, and at the same time removes the only possible remedy—fair competition—is, to our way of thinking, obviously unreasonable and discriminatory.

I have been speaking here of The Borden Company. That was necessary to describe the case. But I firmly believe that all manufacturers of advertised products, all advertising agencies, and all advertising mediums should become thoroughly alive to this seeming trend against advertising which emanates, not from the consumers, but from appointed officials of our national, State and local governments.

* * *

Ewald Sponsors Chair of Advertising

Henry T. Ewald, president of the Campbell-Ewald Company, has offered the University of Michigan \$5,000 annually for the next five years for the purpose of establishing a chair of advertising. His offer was announced at the dinner given in his honor by the Adcraft Club of Detroit. George M. Slocum, retiring president of the club, announced that the club also would endeavor to contribute another \$5,000 yearly to the Ewald gift. The chair is to be known as the Adcraft Club of Detroit Professorship in Advertising. Indications are that the university will accept the gift.

* * *

Hat Account to Getchell

The Hat Corporation of America, New York, has appointed J. Stirling Getchell, Inc., to handle the advertising of Knox, Dunlap and Byron hats for men and women. The handling of other of the Hat Corporation's advertising remains unchanged.

Goodyear Starts Campaign on New Tire

The G-3 All-Weather is a new tire which is being introduced by the Goodyear Tire & Rubber Company, Akron, Ohio. A campaign which starts this week calls for the use of 1,000 newspapers and a large list of magazines and will continue through the summer. This special campaign represents an increase in the company's 1934 advertising appropriation.

* * *

On Ward Directorate

Walter Hoving, vice-president in charge of sales, and Frank M. Folsom, vice-president in charge of merchandising, have been elected directors of Montgomery Ward & Company.

* * *

Delgado with "Vanity Fair"

Cyril B. Delgado, who was previously with the Condé Nast Publications, has returned to that organization as a member of the New York sales staff of *Vanity Fair*.

Just
alone

TH

New Y
Dan A.
110 East

THE INDIANAPOLIS NEWS

gives its advertisers

- exceptionally powerful coverage
(97% home-delivered)
- excellently - balanced coverage
(geographically and by income classes)
- remarkable exclusive coverage
(49,974 homes in Indianapolis and
Marion County alone)
- the largest circulation in NEWS
history

Just a few reasons why The NEWS can do the job
alone in this market, producing most profitable sales
results for its advertisers.

THE INDIANAPOLIS NEWS

SELLS THE INDIANAPOLIS RADIUS

New York:
Dan A. Carroll
110 East 42nd St.

Chicago:
J. E. Lutz
180 N. Michigan Ave.

Groucho Says:

What Do You Mean "Reform Advertising"?

I NEED a drink—make it beer. I've had a hard day. First thing this morning Boss gathered us in. He had blood in his eye. He said that advertising had got to be reformed before a bunch of irate consumers reform us out of business. He didn't mean *maybe*.

He glared at Eagles, King, Skippy and me as if we were the villains who had polluted the clean stream of ads. The house of advertising has got to be cleansed from within or else pretty soon there wouldn't be even a shanty left. That was his big idea. I haven't the words to express the eloquence, determination and sincerity of Boss and his spiel. He said himself he couldn't be eloquent but that he was determined and sincere. Do you get the picture of Scene I?

Scene II: I had to hurry to meet a date with a prospect. Food product. Big campaign. Strip ads about kiddies hunting tigers while fed on this food of foods. Not a chance for the tigers when these boys get on their trail.

Prospect said there wasn't enough power in his copy. Wondered if we could put more *sing* into it—his very word.

Here was I full of Boss' house-cleaning dope.

"Here's a chance to scrub from within," said I to myself. Then I cut loose and told him what I thought of his ads. It was plenty.

"So you don't want this business?" That was his answer. I'd gone too far to hedge. And so I Socratized him.

"Is your stuff any good?" He waxed eloquent on how good it was.

"Is your firm respectable and decent with any wholesome pride in its products?"

That made him sore, and he made a speech. It was a hot one about dinky little reformers, meaning me, trying to tell great industrial houses where to get off. I quit cold, said goodbye, came back with an honest glow of virtue and told Boss how I had backed up his speech of the morning.

This is Scene III. "After all, Groucho, my speech this morning was merely the statement of a general principle in which I believe." He didn't sound as if he believed it as much as he had in the morning. "Just get them into our fold, Groucho, then let us reform their ways. You have undoubtedly lost us the commissions on a million or so; why will you be so impulsive?"

And so on, far into the falling shadows of evening. And here I am.

Why am I grinning? Maybe I've made a great discovery. I didn't tell *all* of it to Boss.

When I got up to go, the advertiser had said, "There may be something in what you say; will you come and see me tomorrow at 2:30?"

You know it is barely possible that there's another big advertiser or two who has the sane idea that advertising might be used to say something real and at the same time be decent.

GROUCHO.

Appointed by Detroit Agency

Malcolm MacDowell has been appointed vice-president of Holden, McKinney & Clark, Inc., Detroit advertising agency.

Has Brewery Account

The Harvard Brewing Company, Lowell, Mass., has appointed the Charles W. Hoyt Company, Inc., to direct its advertising.

Gardner to Buggeln & Smith

Hugh H. Gardner has been appointed space buyer of Buggeln & Smith, Inc., New York. He formerly was in charge of the media department of Smith, Sturgis & Moore, Inc.

Leaves Bloomingdale's

Daniel E. Brown has resigned as direct mail manager of Bloomingdale's, New York.

How Slow Accounts Can Be Collected by Mail

In a series of articles, of which this is the first, Mr. Little will present the results of a survey into present-day use of collection letters. From the experiences of a number of companies, he will describe the methods by which letters are applied to the business of getting the money in, and from the files of those companies he will quote and discuss letters that have been signally successful.

By Arthur H. Little

"DEAR SIR: In a Berlin café a group of admirers had surrounded Max Schmeling. To amuse them, Maxie picked up half a lemon and, engulfing it in a mighty paw, squeezed out of it a saucerful of juice.

"Then he laid the lemon down and, addressing the group, offered a reward of fifty gold marks to the man who could squeeze out five drops more.

"No one stirred—no one except a weakened, clerkly little fellow who wriggled his way to the center of the group, picked up the lemon, and squeezed out, not five drops, but fifteen.

"The onlookers were amazed, but none more so than Maxie, himself.

"How did you do it?" the heavy-weight asked. 'Are you a professional strong man?'

"No," the little fellow answered. 'I am an income-tax collector.'

I have quoted the opening of a collection letter because the quotation seems to shadow forth—

1—the objective that a collection letter often is 'expected to attain; and;

2—the skill that the letter writer must bring to bear if the objective is to be attained.

Writing good collection letters isn't easy. The task demands good judgment and keen discrimination. It demands the ability to select the right words and the ability to string them together in such a way that

they will induce a desired effect.

The task is important. It is important to the credit manager and to his boss, the treasurer, because its purpose is to bring in money and thus help maintain the proper ratios on the balance sheet.

It is important to the sales manager because his sales are still unsold until they are paid for, and for the additional and longer-range reason that he is concerned—or ought to be concerned—with the effect of collection effort upon customer good-will.

To a greater extent than most sales managers realize, however, the art of collection has been made the subject of deep and broad-gauge study. It tends to become a specialty, practiced by experienced, well-informed specialists, keenly interested in their calling. Later on in this series of articles, I shall quote the collection letters of a credit manager who says: "I live, eat, and even sleep anything and everything that has to do with collection letters or with anything else in the collection department."

This specialization has been a product of the processes that, within a generation, have transformed business technique. Stepped-up manufacture and stepped-up distribution have stepped-up collection; and collection now operates on a basis of quantity production. Perforce, much of its method has been standardized; and, as in modern mer-

**Certain forces are
utterly Dependable,
Neverfailing
one of these is the
law of Gravitation**



NEW
A N
NATIONAL

Scores of Advertisers have Checked Another

... another force which never fails, whenever it is properly and consistently used. Day after day, year after year, the New York Evening Journal has exerted its powerful influence upon the buying habits of over 600,000 New York families.

Today, as in the past, it is probably the *surest* and most *positive* selling force known.

NEW YORK JOURNAL

A Neverfailing Selling Force

NATIONALLY REPRESENTED BY • RODNEY E. BOONE ORGANIZATION

chandising, improvement in method—and hence in result—has been guided by broad-scale investigation and mass-scale experiment.

And, just as in selling, collection-letter writers have tested, revised, refined, and strengthened their efforts to the end that they may find the formula—in broad policy and in every detail of execution—that, when it is applied to its specific undertaking, will produce the maximum return. The formula's first ingredient is the collection policy.

In every company, of course, certain accounts are set aside for special treatment. Obviously, the good customer whose delinquency may be due to temporary financial trouble, or even to actual oversight, is not to be warned: "Pay by return mail, or we'll sue!" Just as obviously, the delinquent who could pay but will not is not to be coddled with collection letters that tell him funny stories.

But, as credit men know, the majority of debtors whose overdue obligations are starting to grow whiskers can be dealt with *en masse* through the medium of form letters. It is with form letters, their application and their phraseology, that this series is concerned.

Some Examples from Current Practice

On the score of application, let us examine current practice.

Says T. G. Baker, credit manager of the Mantle Lamp Company of America—to whose unusual letters I shall give more ample space later on:

"We feel that the results we get from our collection schedule, including stunt letters, form letters and so on, is due to the fact that we follow accounts, regardless of size, regularly and rigorously every ten days, on the dot, with machine-like precision.

"Of course, most of our money is collected through personally-dictated letters, after the routine, follow-up letters have brought some sort of answer from the customer."

Says N. F. Frailey, of the credit department of the Katz Underwear Company: "We vary, slightly, the composition of our collection let-

ters to meet seasonal conditions; but in all series the form is substantially the same. The letters go out at ten-day intervals.

"Our salesmen have nothing to do with the collection of accounts. We do not send them copies of our collection letters, for all this work is handled through the credit department."

A Series of Four Letters

The Parker-Kalon Corporation uses four letters. H. Goldburg, assistant treasurer, explains: "The first, which is sent when the account is thirty days past due, just calls the attention of the customer to the fact that the account is past due. The second reminds him of that fact. The third is just a little stronger. In the fourth, and last one, we threaten to place the account in the hands of our attorneys for collection. The first two letters are sent thirty days apart, but the third and fourth within two weeks of each other. Sometimes we pass the delinquent account to the salesman in the territory to see whether or not he can effect an amicable settlement."

The Carpenter-Morton Company of Boston, uses form letters on accounts comparatively small, or on those not particularly active.

"Generally," says Credit Manager William E. Fierman, "we allow ten days between letters. However, the last two are limited to five days in New England territory and eight days outside New England. If any letter in the series brings in an answer, then, of course, we handle the account in a special way, based on the customer's letter.

"We send a copy of every letter to the salesman in the territory. Further, we notify him when we have received payment. In addition, we notify him when it becomes necessary to place the account for collection, so that he is warned not to solicit that customer for further business."

Says M. L. Weirick, collection manager of the Parker Pen Company: "On the first of each month we mail statements to our customers of all accounts, regardless

of whether they involve past-due balances; and our salesmen are provided with copies of the statements to the end that the men may co-operate with the credit department.

"Approximately ten days after the monthly statements are mailed we start mailing collection letters to delinquents; and these letters thereafter follow at ten-day intervals, interspersed by further statements on the first of each month thereafter so long as there is a balance outstanding.

"Of course, where conditions warrant, our form letters are supplemented by dictated letters; in fact, on our volume accounts we use specially dictated letters almost exclusively.

"Our salesmen receive copies of all specially dictated letters, but not of the form letters; for each of the men understands that, lacking any indication to the contrary—and as long as he is receiving copies of the statements—our normal collection routine is being followed and that his assistance is needed at the first opportunity to effect settlement."

Pennsylvania Rubber's Collection Letters

Here is the plan of the Pennsylvania Rubber Company of America, Inc., as described by Assistant Treasurer A. D. Welty:

"Our terms of sale are 2 per cent 10th prox., and all accounts are considered due and payable at that time. One week after the 10th, the first form letter is sent out, and one week later the second form goes out. Thereafter, we use no forms, the accounts being followed at intervals of a week to ten days with individual letters. Of course, it sometimes happens that, in various of these letters sent out at the same time, we use the same wording; but after the second reminder we do not use a set form.

"After the second form has gone out, the salesman in the territory receives a carbon of every letter. He is expected to co-operate at all times with our collection department; but, unless the circumstances as to the amount or the condition

of the account are such as to indicate immediate action, we do not pull salesmen off their routes to make collections.

"In addition, at the close of the month, each salesman receives a list of all open accounts in his territory, including the delinquents and those that will be due on the tenth. Names on the list are grouped, not alphabetically, but by counties and towns."

Builds Up to a Telegram

Another concern that keeps its salesmen posted is the American Crayon Company. George H. Kelley, of the credit department, outlines the method as follows:

"The first two letters we send are form letters, processed and filled-in to appear as much as possible like a letter specially dictated. The first letter goes out when the account is ten days overdue. In the absence of a response, this is followed, at ten-day intervals, with the remaining letters in the series. After the second form letter, each letter is individually typewritten.

"If no response has been received after the fifth letter, we either place the account with attorneys, or, if we feel that the debtor might be impressed by a telegram, we wire him.

"After the fourth letter, we notify the respective salesman of the over-due condition of his customer's account; and after the fifth letter we notify the salesman that the customer's credit privileges have been withdrawn."

Although, as we have seen, there is a tendency to limit a form-letter campaign to a maximum of four to six letters, there are a number of companies that hold within their files, not one series, but a variety of single letters and even a variety of campaigns.

Thus, the Mantle Lamp Company of America has provided whole portfolios of form letters. One of the campaigns is intended for the smaller accounts. It consists of ten follow-up letters. Another campaign applies to instances in which customers pay in part and ask extension of time. Another

sheaf is made up of "stunt" letters. Another is classified as "miscellaneous." And another, embodying fifteen follow-ups, is designed for larger accounts.

For the most part, credit managers believe that, as to the letter's tone, effectiveness lies in sobriety. Fundamentally, an over-due account isn't a joke; and there are credit managers who believe, quite sincerely, that no amount of whimsy about an item that has gone unpaid for ninety days will make the situation seem funny.

On the other hand, there are credit managers who believe—and who have supported their belief by actually getting results—that an occasional touch of humor will win over the man who is almost persuaded.

At the beginning of this article I quoted a letter that opened with a story. The letter came from the file of S. Lester Mitchell, of Mitchell Brothers, Inc.

Mr. Mitchell is another man who has armed himself with letters of many kinds. One of them, for example, is so "businesslike" that it goes like this:

"Dear Sir: This letter is entirely impersonal. It is sent on those accounts that may have items open and a bit past due.

"So if, by any chance, the bill of for \$..... has not been paid or should not be paid, please take this opportunity to tell us about it.

"On the other hand, sending us the check will close the charges satisfactorily all around."

For other occasions, however, Mr. Mitchell has letters that moralize about rubber bands and their likeness to credit terms—and actually enclose rubber bands for the

recipient's examination, letters that lead off with, "We Pay the Freight," and enclose postage for the remittance, letters that enclose pins for the pinning of checks.

With Mr. Mitchell's letters, verbatim, we shall be concerned in a subsequent article. We shall be concerned, also, with the letters of other letter writers—"straight" letters, stunt letters, letter campaigns, letters so effective that they have induced their recipients to write:

"Enclosed is my check. Meanwhile, I want you to know that your letters are so good that I'd like to use them on my own customers. Can you send me some more?"

And finally, to close this session, I should like to quote a letter of the kind every collection manager really enjoys writing. It comes from the pen of the man who wrote into a letter the story about Maxie Schmeling—the Mitchell Brothers' S. Lester. I think you will like it for its straightforwardness.

"Dear Sir: We have just experienced the fine glow of warmth that comes when you hear from an old friend after a long silence.

"Your check for \$—— which reached us on the —— is the best news we have had for a long time. They say no news is good news—but NOT FOR US. We like to hear from customers.

"There remains a balance of \$—— outstanding against you. If you cannot pay it all at once, pay all you can. Even if you have to split the amount into two more payments, we shall not complain.

"Remember, no news is bad news in our business. Please let us know exactly what we may expect."



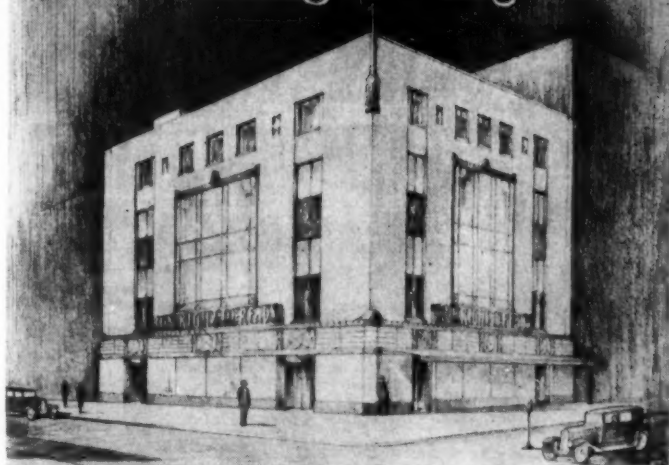
Ford Sponsors Salon Selling

Women who love to shop may now, if they are in Detroit, add automobiles to their shopping list. The Ford Motor Company has opened a women's automobile salon in Kern's department store. It is staffed with ten saleswomen who have had a course in training at the Ford plant. Driving instructions will be given and arrangements have been made so that diplomas granted in the class will be sufficient for getting a driver's license.

Advanced by Sears, Roebuck

W. I. Westervelt, for many years technical director of Sears, Roebuck & Company, has been placed in general supervision of the company's wholly owned factories. He succeeds to the position formerly held by G. E. Humphrey who recently resigned as vice-president of Sears, Roebuck to assume the presidency of the Hercules Life Insurance Company and the All-State Insurance Company, both owned by Sears.

BALTIMORE Landmark Gives Way To New Building for Drug Concern



WORK PREPARATORY to the erection of a modern new building for the Read Drug and Chemical Company at their Lexington and Howard street location has started, with the demolition of a city landmark. The four-story-and-basement structure, to involve an expenditure of around \$200,000, will be equipped with fast passenger elevators and will be air-conditioned.

Additional evidence, this, that Baltimore—where business conditions are above-average—looks with confidence to the future. And as most advertisers already know, Baltimoreans are most readily reached through the columns of The Sunpapers—morning, evening, Sunday.

THE SUNPAPERS IN APRIL DAILY (M & E) 279,214

**THE
MORNING**


EVENING

**SUN
SUNDAY**

New York: John B. Woodward, Inc.

Chicago: Guy S. Osborn, Inc.

Detroit: Jos. R. Scolaro

St. Louis: O. A. Cour

Atlanta: Garner & Grant

Invites Short-Time Tourists

SURVEYS indicate that 87 per cent of all vacations in this country consist of two weeks' time. A two-week vacation is almost as conventional as claw-hammer coats for ultra-conventional wear.

California has seized on this fact and is cutting its cloth accordingly. Short-term vacationists from the Atlantic Coast can't use California as a playground, so the All-Year Club of Southern California is going after a nearer market. In about fifty metropolitan newspapers from Chicago west, its advertising is appearing this month to attract the 87 per cent vacationists. Two weeks of vacation, it is pointed out, is really sixteen days, what with the Sunday at the tail end of the period and the Saturday at the beginning—which is rapidly becoming the approved starting day.

Deducting two days at each end for the railroad trip, there remain twelve days for enjoyment in California. And the cost after arrival, it is pointed out, is about as rea-

sonable as one wants it to be. The advertising aims to bring a California trip from the realm of remote possibility into that of immediate practicability and to do it in an interesting, easily understandable way.

A 2-week vacation gives you 12 days in
SOUTHERN CALIFORNIA
*Here's an example of what you can do**

DO NOT WASTE YOUR WEEK

Counting the week-end, a 2-week vacation is actually 16 days. And there's enough to give you, coming from your home by train, 12 pleasure days in California enough for a vacation that you'll remember the rest of your life!

It's nothing to say. And it's convenient. Transportation costs are the lowest in a group. You can dine and entertain at such reasonable prices. You need spend no more than for an ordinary, close-to-home vacation. (Check maps and list on page 12.)

FREE postcard-book contains entire plan—entire detailed map and detailed routing. Don't pay off the traveling agent's commission. Before you plan your vacation, let us send you the money worth your full paid guide-book with complete details of California vacation—down the coast you have heard only by name. Spots of photographs, detailed explanation of what you can do and the length of traveling time. All the money from your taxes. Work and mail the money now.

Come to California for a glorious vacation. Make arrangements at no extra charge. Nothing to be disappointed. But for the first time, no restrictions are indicated.

SEND FOR YOUR FREE GUIDE-BOOK

Get the best of Southern California in the month of June. The month of June is the best time to visit California. The weather is just what you need. The month of June is the best time to visit California. The weather is just what you need.

Send for your free guide-book containing the best of Southern California. The month of June is the best time to visit California. The weather is just what you need.

Send for your free guide-book containing the best of Southern California. The month of June is the best time to visit California. The weather is just what you need.

Chaffee with "Good Housekeeping"

Frank W. Chaffee has joined the Western advertising staff at Chicago of *Good Housekeeping*. For five years he was a member of the Western staff of the *Ladies' Home Journal*. For the last several months he has been with the advertising department of the Chicago *Herald and Examiner*.

Has Benedictine Account

Julius Wile Sons & Company, Inc., New York, sole agent in the United States for Benedictine, is planning an advertising campaign to appear shortly in class magazines and newspapers. Hommann, Tarcher & Sheldon, Inc., will handle the account.

Phelps with "National Provisioner"

Andrew H. Phelps has been appointed Eastern manager, at New York, of *The National Provisioner*, Chicago. He was formerly field manager of the United States Chamber of Commerce, then sales manager of the McGraw-Hill Catalogue and Directory Company and later Western manager for all the McGraw-Hill catalogs.

Joins Par-Metal Products

James J. Jacobson, for four years on the sales staff of the Einson-Freeman Company, is now in charge of sales for the display division of the Par-Metal Products Corporation, Long Island City, N. Y., lithographed and processed counter displays and merchandisers.

Grandma Jones, Buyer

Good Living as She Knew and Practiced It Offers Theme for Modern Advertiser

By C. B. Larrabee

MAYBE what is needed is a Better Living Institute.

Back in the good old days when bustles were bustles—and in those times plenty of women were so constructed that the bustle was a slightly gratuitous adornment—when Grandma Jones set out to throw together a meal it was a job. Eating in those days was eating. Food was something to be enjoyed in large quantities regardless of vitamins, slenderizing or B. t. u's.

Sunday morning breakfast was a five-course meal and on Sunday-noon Grandma Jones put enough food on the table all at one time to make a pretty good-looking menu in a modern hotel, even if she didn't call chocolate cream puffs profiteroles. Of course Grandma Jones didn't have the advantages of modern research laboratories or food untouched by human hands. (We can almost hear her asking, "And what's wrong with human hands, anyway?") But she was interested in good food—and so, incidentally, was Grandpa Jones.

They didn't go in heavily for period furniture. As a matter of fact they had their parlor pretty well full of period furniture, only it took granddaughters to discover the fact that a horsehair sofa had some other use besides giving certain portions of the anatomy a slightly prickling feeling. Grandpa and Grandma Jones had good furniture and when they bought it they weren't above turning it over to find out what it was made of.

When Grandpa Jones went to town for his annual suit—he was somewhat of a spendthrift—he looked for clothing that was going to last. And he got it.

It probably seems a little odd to their grandchildren, but the quaint old couple had certain definite

standards of living. They summed them up in that mouth-filling word, "comfortable."

That, of course, was the day before the chain store and the borax furniture house. Furthermore, it was the day before the white-coated and slightly dyspeptic-looking doctor who peers so eagerly into microscopes—or is it microphones? Indeed in those days no advertiser had quite the temerity to tell Grandma that her favorite son, Elmer, would, if not given the proper breakfast cereal, grow up to be a dim-witted pariah. Grandpa Jones may have known about faulty elimination; but he, like the Greeks, had another word for it.

Before the Scientists Were Turned Loose

Grandma and Grandpa Jones, alas, lived in an age that is as far removed from ours as were the times of King Arthur from theirs.

Since their time many millions of forest giants have crashed to earth in order that women could be told the glad tidings that Smith's Economy Store sells beans, eight cans for a quarter. Nobody had yet turned loose scientists to prove that bowels are, after all, subject for public discussion.

It is a little amazing these days to hear members of the present generation bragging about standards of living. Pin them down to what they mean and you find that their idea of high standards of living has something to do with hurrying through the country at sixty miles an hour and listening to someone who ought to know better gargle over the radio in the sacred name of music.

What the present generation overlooks is that in many, many homes the art of comfortable liv-

Here is the first what New York



*Through New York morning newspapers it is possible to reach
a larger metropolitan market at a lower cost per capita
than anywhere else in the world.*

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AVERA

first complete report on New York City and reads

Now you can know exactly to whom and how direct your sales message in the prize market for profits. Here are facts from the detailed Consumer Census independently gathered by R. L. Polk & Co.

The Top 4/10ths families in New York City are 60 per cent of the spending power . . . own 75 per cent of the automobiles . . . have 85 per cent of the checking accounts . . . and 83 per cent of the mechanical refrigerators.

The New York Times carries your message into 4/10ths homes at lower cost per home than any other newspaper.

The Times in New York City goes into the homes of more men paying over \$5 for a hat than any other newspaper.

The Times in New York City goes into the homes of more women paying over \$1 for hosiery than any other newspaper.

These and scores of other Polk-gathered facts prove that The New York Times should be the foundation-stone of almost any advertising campaign in New York.

The New York Times

NET PAID SALE FOR SIX MONTHS ENDED MARCH 31, 1934,
AVERAGED 475,682 WEEKDAYS, 743,092 SUNDAYS



Some advertisers think consumers eat food because it tastes good. Chain stores seems to think they eat pennies

ing is a forgotten art. After all you can't blame this generation because its advertisers, who probably do as much as anybody to set standards, seem to have pretty well forgotten the fact themselves.

In a recent article in the *New York Journal of Commerce*, Frank J. Cogan says, "The grocery trade took 20 to 21 per cent of the consumer dollar in 1929 and by estimate, at least in 1933, a little more than 30 per cent. With any upturn in prosperity the grocery business is going to suffer."

"People will not buy more groceries but more cars, radios, furniture, pay more for rent. The grocery business will get back to 20 per cent of the consumer income in a very short time and, in fact, due to the essentially lower prices that exist at this time as compared with the 1929 values, will get even less of the consumer dollar than before.

"With the honest trade practices and consumer trust in the grocery field it would be possible for the trade to veer its advertising from price appeal to merchandising or

snob appeal and build up a new line of grocery business such as it never enjoyed before.

"Instead, for instance, of telling the advertising story in terms of price, price, price, it might re-orient its appeal along another line.

"It might suggest finer living and eating, cultivation of more social life in dining out, more knowledge of luxury foods. Leave the staples for those who still need them; stimulate the tastes of those who can afford to buy better, especially in co-operation with the wine and liquor people."

Mr. Cogan was, of course, thinking in terms of the grocery business. But the grocery business ought to be a liberal contributor to a Better Living Institute.

Just recently I made a rather discouraging search through the pages of the leading women's magazines. It was discouraging—yes, frightening. Good Heavens, what the human race has come to! Where are the good old two-fisted trenchermen? Are they hiding in fear of the lurking bacteria—have they worn themselves to shadows

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in search of the magic vitamin? Certainly if they are thorough readers of advertising they must be pretty discouraged about it all by this time.

Still somewhat hopeful I went to several leading metropolitan newspapers. Here, indeed, I found less talk of vitamins but even less talk about appetite. Chain store after chain store seemed to be under the impression that consumers eat pennies. Prices and not foods were the chief appeal in the advertising.

And furniture. If the mythical man from Mars were to judge American living standards by the furniture advertisements he would reach the inescapable conclusion that it is possible to furnish a complete house in the United States for the moderate sum of \$212.12. And that, mind you, includes a nineteen-piece dining-room set, that, from the ad, looks massive enough to have been carved by a lush but slightly myopic carver from one of the cedars of Lebanon.

How, one wonders, will the consumer of 1935 spend his money? Certainly, if current advertising trends mean anything, not for better living. Why should he, when dozens of advertisers shrilly announce that he can buy food, clothes and furniture, the essentials of better living, as cheap as cheap—and why pay more?

Taste as a Food Angle

Here and there, a few advertisers evidently think that there are a few isolated souls who eat food because it tastes better.

For instance the manufacturers of French's Mustard show a picture of a hot dog, a lowly frankfurter nestling between two slices of a roll and beside it a flaky mound of sauerkraut. The dog is yelping, "Don't spoil my delicious taste with cheap mustard." The headline says, "Eight out of ten leading packers of frankfurters say, 'This unadulterated mustard brings out the full flavor of a good frankfurter.'"

Down in the corner of the advertisement is a box which says,

"Better vinegar. Better spices. Better mustard."

I think Grandma Jones would have understood that ad. Also she would have understood an advertisement for Libby's Vegetables. Price isn't mentioned but freshness is. Of course the copy writer does talk about health values and vitamins and minerals but the general trend of the advertisement is to make the mouth water just a little for appetizing vegetables.

Swift is another advertiser that hasn't overlooked the fact that maybe good food tastes well. Its present campaign is based on appetizing illustrations and uses such words as tender and taste.

Kraft, oddly enough, seems to believe that there are such things as hostesses left in our slightly cockeyed civilization. This company even talks about smartness in serving food.

Then there are the Bigelow Weavers who are bold enough to mention rugs in the same breath with such phrases as "rich and royal colorings," "feeling of the past," and "tried, old, beautiful American traditions."

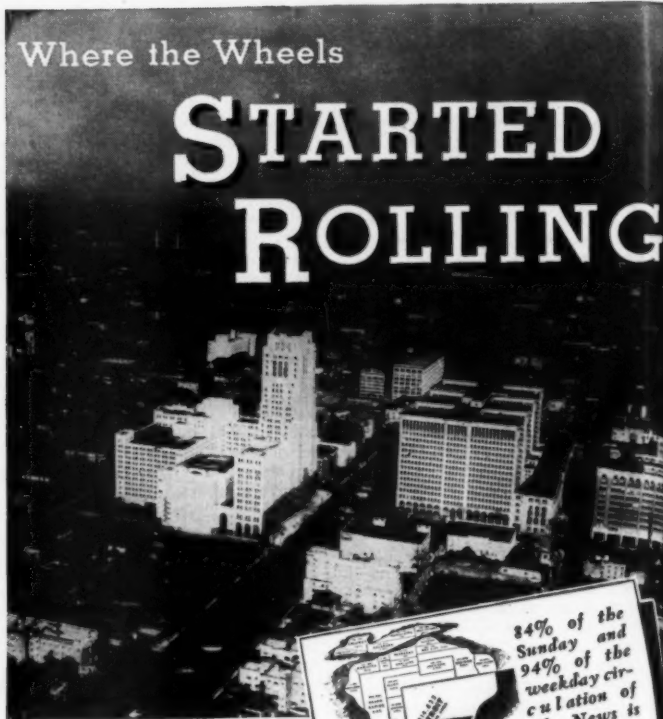
Simmons, is a little worried about health but at least there is the implication in the company's advertising that a good sleep on a good mattress is something rather nice to experience.

Perhaps it's time that our food, clothing and furniture manufacturers adjourned to some quiet farmhouse—or better, to several thousand quiet farmhouses to avoid a crush. There they should be sat down at a solid old table loaded with good, wholesome, tasty food. Then they should be led quietly into some old-fashioned living room and placed in a comfortable chair that was sturdily built to last—and has lasted. Then—as overstuffed as any borax furniture house's best set—when they drifted off into gentle dreams they might see the importance of a Better Living Institute.

The quality manufacturers of the United States stand today at an exceedingly important crossroad. On one side is the feverish, dusty, competitive road which is

Where the Wheels

STARTED ROLLING



The automotive industry revolves around Detroit. The remarkable achievements in this industry in the past six months have brought new life and new energy to all industry.

There is a special significance in the automotive activity of this year that has not been given the attention it deserves. This activity did not start with the upward turn from national depression. *It led that upward turn!* Even in the darkest days

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G Detroit manufacturers were planning ahead, experimenting with the new designs, testing, building machinery. Long before the new designs began to pour out upon the highways, the wheels of the automobile industry were turning in Detroit, and Detroit was buying and spending, energizing the country with determination and optimism. *And now automobile production and employment has reached 1930 levels.*

This spirit is characteristic of Detroit, *The Fourth Greatest Market in America.*

The Detroit News has always expressed the spirit of Detroit. Recognized everywhere as the home paper of Detroit, it is one of the most powerful sales avenues for new business in the entire country.

In 1933, as in previous years, it was the overwhelming first choice of each of the five largest retail advertisers in Detroit who used from 57% to 81% of their advertising money in *The Detroit News*. *These five largest department stores used 132% more space in The Detroit News than in the second paper.* And in total advertising *The Detroit News* is now third in the United States.

The Detroit News

New York

THE HOME NEWSPAPER

Chicago

L. A. KLEIN, Inc.

J. E. LUTZ

Member Metropolitan Sunday Newspapers and Major Market Newspapers, Inc.

bordered on one side with price appeal and on the other by grim-faced dietitians.

There is another pleasanter and more profitable road which leads toward comfortable living. There are profits on that road and there are not the bitter competitive battles. The goal is more rewarding and the journeying is pleasanter.

The American public is, after all, the American public just as it has been for many, many years. It still likes good food because of the good taste. It likes good furniture because it is comfortable and will

last. It likes to entertain and is proud to entertain well.

The editors of women's publications know that. You can't fool them. But evidently a lot of the advertisers haven't been reading the editorial contents of the women's magazines. It might be instructive for them if they did.

One wonders as we stagger along through 1934 if the quality manufacturers of the United States will ever quite realize that a comfortable standard of living is, after all, much more satisfying than a standard built on fear and economy.

Agfa's Hollywood Contest

UNDER the name, "Agfa Test for Hollywood," the Agfa Ansco Corporation, Binghamton, N. Y., will conduct a contest this summer which will be explained in an advertising campaign using seven national magazines and forty-four newspapers in thirty cities from Coast to Coast.

The company has opened a casting office in Hollywood to which contestants will be asked to mail from one to sixteen snapshots, enclosing two Agfa film cartons or facsimiles. From the snapshots submitted before September 15,

1934, will be selected a winner who will be given a guaranteed movie contract in a feature picture. Other prizes are five Hollywood tours and screen tests; twenty-five Ansco movie cameras and a casting report for every entrant.

The advertising campaign will run from May to September. Dealer helps, in the form of window displays, electric signs, decalcomanias and banners, are being offered. Special Hollywood display cabinets are also being supplied free to dealers with orders for stated amounts of Agfa films.

Esso to Market New Products

Following six years of research, the Standard Oil Company of New Jersey has developed a new line of marine oils and greases which it will market shortly under the trade-name of Esso-marine.

These new products include Esso-marine engine oil, Break-In oil, Gearol, U. G. (underwater gear) lubricant and Waterproof cup grease. They will be marketed through the Standard Oil Companies of New Jersey, Pennsylvania, and Louisiana and by the Colonial Beacon Oil Company.

The new Esso-marine line will be distributed by dealers at marine outlets along the Atlantic Seaboard from Maine to South Carolina and on inland waters in eighteen States.

Loft in New Enterprise

George W. Loft, founder and former president of the Loft candy chain, is heading a new enterprise: Loft Pure Food Markets, Inc., which is opening its first unit shortly in New York. The Peck Advertising Agency, New York, has been appointed advertising counsel.

Life Insurance Group Meets

At its April round-table held at Sedgfield-Greensboro, N. C., the Southern Round Table, a unit of the Life Advertisers Association, elected the following officers: John W. Murphy, Pan American Life, New Orleans, chairman; T. J. Hammer, Protective Life, Birmingham, vice-chairman; R. G. Richards, Atlantic Life, Richmond, secretary.

The trophy cup for the best all-around advertising exhibit at the round-table was won by Pilot Life, of Sedgfield-Greensboro; second place went to Jefferson Standard Life, of Greensboro, and third place to the Life Insurance Company of Virginia, Richmond.

The seventh Southern Round Table will be held at Richmond, Va., in the spring of 1935.

Join McCann-Erickson

Harold Stansbury has joined the Chicago office of McCann-Erickson, Inc., advertising agency, as account manager. Bradley P. Williams is now associated with this office as head of the research department.

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The Multibestos sales kit—for its "tailored" brake linings

Made-to-Measure Sales Kits

A SALESMAN without his sales kit may be almost as helpless as a plumber without his tools. In each case it is his bag of tricks, so to speak, that makes him able to perform.

Because of the sales kit's importance, manufacturers generally are keenly interested in learning about new ideas that go into this somewhat vital appendage to most salesmen's equipment. Seldom will it be found that two organizations can use kits that bear even a family resemblance one to the other, but ideas are stimulating in themselves—provoke mental processes to activity.

Two kits are to be described here, as far apart in their nature and purpose as the poles are far apart in latitude, but each is doing a job. First, there is the "Seven Stain Kit" of Colgate-Palmolive-Peet. This is an adjunct to selling Colgate's Ribbon Dental Cream. It weighs but a few ounces and is small enough to go in the vest pocket.

In effect, the kit becomes a demonstration of the teeth-cleansing ability claimed for Colgate's

tooth paste. Bound in leather, it opens up to show a photographic reproduction of the various types of stains occasioned by foods, drink and tobacco. This is protected by glass and gives the impression of preparation in a chemical laboratory.

In a panel above the reproductions is a statement from the chemist himself, telling how the tests were conducted and the significance of the experiments.

One of the kits is supplied to each salesman, who shows it and explains the purport of the tests to druggists and other dealers as he makes his calls. When it is remembered that the manufacturers of this dentifrice have been telling about these seven stains in their general advertising, the purpose of the demonstration kit is evident. By means of it, salesmen were able to describe the full purport of the stain test to retailers and at the same time put in a good word for the advertising.

Not everybody can conduct a test that can be bound into a vest-pocket folder. It's a simple little trick, however, and some day the

KEEP BETWEEN THE BUOYS

- The channel of the national women's market is plainly buoyed.
- On the port hand when entering, leave the black buoy 20 (on the other side of which lie the shallow waters of flapperdom.) To starboard, leave the red buoy 50 (beyond which are the hard, inflexible rocks of old age.)
- Between 20 and 50 lie the years in which women do most of the buying of their lifetime. The Second-Score-and-Ten are the years in which they marry, build homes, raise



children. Those are the years of social aspiration, careful dressing, meticulous attention to beauty of form and face. Those are the years in which they buy food and furniture and household equipment, the years in which they buy not only for themselves but for their husbands, their children, and their homes.

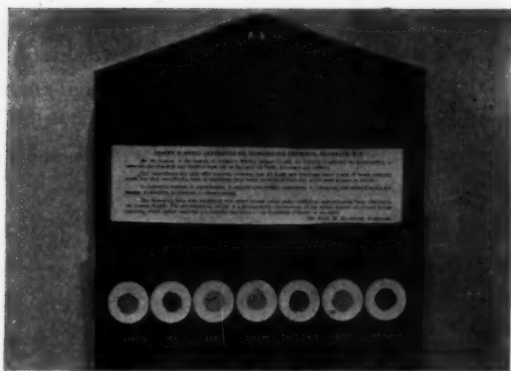
● Delineator has a larger percentage of its readers in the Second-Score-and-Ten than any other large women's magazine. The Starch Survey (details on request) proves this conclusively.

● But it is not to be wondered at. Since 1926, Delineator's entire editorial policy has been designed to appeal to the women of this age group, to neglect the women under twenty, and consciously to weed out the women over fifty.



DELINEATOR

EARLE R. MacAUSLAND, ADVERTISING DIRECTOR
420 LEXINGTON AVENUE, NEW YORK CITY



Colgate's "Seven Stain Kit" weighs but a few ounces and is small enough to fit in a vest pocket

idea may be profitably adapted to the uses of manufacturers of ships or sealing wax.

It's a far cry from dental cream to brake lining, which comprises the contents of the other kit to be described. This time it is a real sales kit—a sample case of formidable size and weight. However, salesmen can't ever be choosers; if they sell brake linings, they have to carry a man-sized case.

This ingenious kit is used by salesmen of the Multibestos Company. For want of a better word, the company calls it a "mouse-trap." A photograph cannot do it justice, for actually the kit unfolds and unhinges and shelves pull out until one marvels at the multitude of samples it contains.

It was developed when the company announced its tailored brake linings. "Its major purpose," says Robert J. Gray, merchandising manager of Multibestos, "was to let a buyer see and feel the things

we were talking about. For example, in our tailored sets, we use seven different kinds of brake materials and combine them in different combinations in order to give the correct performance on each type of brake mechanism. This was a radical idea to the replacement trade so that it was necessary to dramatize it to the buyers. It gave weight to our statement of the materials we were using yet by showing a single set of the material we showed how simple we had made it by offering it as packaged merchandise."

This sales kit provides an excellent example of a compact case of samples of a diversified, somewhat cumbersome line. No reader of **PRINTERS' INK** in all probability, will ever again have to devise a kit for tailored brake linings. But many of them will be developing sample cases of an involved nature and for these the Multibestos kit can provide ideas.

Wentzel Succeeds Wood

Nelson B. Wentzel has been appointed superintendent of the division of classification of the Post Office Department, Washington. He was assistant superintendent for twenty years and, as superintendent, succeeds W. C. Wood who retired after forty-eight years of continuous service in the Post Office Department.

Death of Chester Young

Chester Young, treasurer of the Dairymen's League Co-operative Association, Inc., New York, died last week at Napanoch, N. Y., aged fifty-seven. He was a director of the League since its establishment in 1920. The financial plan that he developed for the League has been used as a model for other producers' co-operative marketing groups.

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Aren't Markets Cockeyed!

This Is Why Study Is Needed to Find Where, and How, to Apply the Pressure

By Edward H. Gardner

Associate Director, Consumer Census Division, R. L. Polk & Co.

"YES sir," said the sales manager as our train rolled over the wide plains of Texas, "put me out here and you can't lose me. I know these towns—I was born here. But they sure look cockeyed to a stranger."

To have the "feel" of a town is an asset—to be able to walk in on a big retailer or a chain-store head and show by the turn of a phrase that you know the east side from the west side, the sunshine of the Mission District from the fogs east of the Twin Peaks, West Hartford from Windsor, South Chicago from Streteerville and the Gold Coast and "back of the Yards." It gives one confidence—it makes sales figures easier to interpret. You know "about what to expect" in the way of volume from a country that you understand.

Knowledge of markets is one of the basic crafts of a marketing man, just as knowledge of the woods, said a multi-millionaire lumber magnate to me, is necessary to a man in the lumber business. "Now take me," he stated calmly, "I know horses." There weren't any horses in his sky-scraper office, but somewhere down in the roots of his lumber business there were horses, and he knew them.

Markets are people, and people tend to live in bunches, where like cleaves to like. The most complex market begins to straighten out when you unscramble it into the groups that make it up.

Take New York for an example, a cockeyed market if ever there was one—that is, if you take sales figures and statistics and attempt to deal with its 7,000,000 people as one conglomerate mass. But how the buying habits of its people differ, by boroughs and districts!

Try to understand its shaving habits, for instance.

In the borough of Manhattan, you will find, 112,000 families use no shaving cream, soap, or brushless shave—22.68 per cent of all the families on this whimsical island—whereas in Brooklyn but 11.52 per cent of the families squeeze no tubes and swish no brushes; in the Bronx but 8.65 per cent, and in Queens a bare 7.9 per cent.

Aha, you say laughingly, it is the bearded Hebrews who use no shaving cream, who defeat the promotional efforts of Messrs. Colgate, Barbasol, Williams and Palmolive in Manhattan. But the smile freezes as you read that foreign-born Hebrews—self-designated—number but 8.68 per cent of the families of Manhattan, while they run to 33.35 per cent in the Bronx, and only 2.94 per cent in Queens. *Cherchez* someone else besides the Hebrews, the readers of whose three daily papers, by their own confession, contribute fewer non-users of shaving aids to the total than does either of the most gentile of our morning papers, singly and alone. By similar reasoning, one would gather that Germans wear more beards, percentagely, than the Hebrews do.

Maybe It's the Doctors

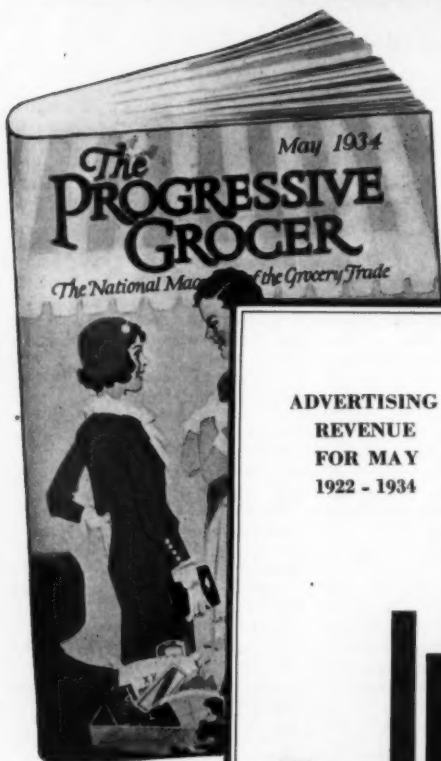
Perhaps it is the professional men, notorious wearers of the beard, or beaver, who cause the figures to mount. Page the doctors. Do more doctors live in Manhattan? It may well be the foreign born as a whole, who account for twice as large a fraction in Manhattan as they do in other boroughs. Anyway you take it, it's a cockeyed market.

And this is only one of the many cockeyed markets in these United States.

Pursuing further the private habits

The BIGGEST

in



ADVERTISING REVENUE FOR MAY 1922 - 1934



ESMAY ISSUE

in our History!

AHEAD of 1928 and 1929! Ahead of the high mark made in 1930! The May issue this year sets a new record in advertising revenue for all May issues.

The reasons for this increased advertising are sound and simple:

- (1) General business is good—the grocery business is particularly good.
- (2) Changes in the merchandising set-up have placed grocers and wholesalers in a still more important position in determining the brands and products the consumer will buy.
- (3) As a result, the good will and influence of the trade is more necessary than ever to manufacturers of food and grocery products.
- (4) Manufacturers recognize this. They recognize also the power of business paper advertising in cultivating this influence and good will.
- (5) Codes, regulations, keener competition have made good business magazines still more vital to grocers and wholesalers.
- (6) Valuable as it has been in the past, *The Progressive Grocer*, because of its editorial leadership and its dominance of the grocery field, is now more valuable than ever to advertisers.

This new high record of advertising volume is clear and unmistakable recognition of these facts.

THE PROGRESSIVE GROCER

National Magazine of the Grocery Trade

Mallers Building
CHICAGO

Butterick Building
NEW YORK

Hobart Building
SAN FRANCISCO

of Father Knickerbocker, gleaned from first-hand contact with more than 90,000 of his daughters, why should the families of this prolific gentleman boast but 44,280 washing machines, owned by only 2.46 per cent of New Yorkers? Pittsburgh, dirty Pittsburgh, diligently digs itself out each Monday morning to the tune played by the washers owned by more than 60 per cent of its families; there is one washer in Portland, Oregon, for every two and a half families; and Hartford housewives have allowed the foot of the washing machine salesman to wedge itself into one door in every three, whence it has not departed without an order—a figure of speech known as synecdoche.

Public Laundries Not the Answer

Do the public laundries account for this scarcity of mechanical washers in the homes of New York? Not so, for if you add together all the ladies who send their wash out, with

“—all who since, baptized or infidel,”

own a washer, there are revealed as a remainder the sturdy backs of full 40 per cent of Knickerbocker housewives, rising and falling over the washtub, rolling their own.

Forty per cent of 1,803,000 families! What a market!

And don't think they are all dwellers in apartments and tenements. Lay not that flatteringunction to your soul, if you have been passing up the New York market for washers on that account. It is true that 64 per cent of the families inhabit apartments and tenements, but the 36 per cent who are left in one and two family houses total 650,000 families—more than 2,500,000 people.

Quite a tidy little village could be thrown together for 2,500,000 people. Move out all the inhabitants of the thirteen cities of New England in the Hundred Thousand group, excluding Boston, and likewise the dwellers in our nation's capital, to make room for the families who live in single and duplex homes in the five boroughs of New York! Or, if you prefer,

the population of Los Angeles, San Francisco and Portland—or of Philadelphia and Washington.

Big enough to catch the eye of any sales manager.

A word in your ear: Nearly half of these buildings are frame houses, and the paint job on a quarter of them is over five years old.

Little old New York, a law unto itself, where the horse-car jangled peacefully for years above the roaring subway, whose inhabitants have vaguely heard of a country called the United States lying west of the Hudson River—but who wants to live there? Let the rest of America get hot and bothered about these new-fangled contraptions called oil burners—only 1.06 per cent of us, 19,000 families out of all these 650,000 home dwelling families, have got interested to the extent of buying them.

If you want to know how we like to keep warm, snuggle up during our next blizzard (and say, do we have blizzards!) to one or more of our 500,000 stoves—yes sir, good old stoves, nothing like them. In Manhattan, 24.41 per cent of the families use them. Nearly as many of them can be found in Brooklyn as in Manhattan, but the Bronx, parvenu upstart among the boroughs, cocky over all her new apartments, has forsaken the ways of the fathers, and only a bit above 5 per cent of her families can show a stove.

There are actually fewer mechanical refrigerators in New York than there are stoves; a diligent search discloses them in less than 20 per cent of the homes, fewer than 350,000. A fig for progress!

Consider the Telephone

Little old New York, where 60 per cent of us call our sweeties, if any, from the booths in the lobby or the drug store, since less than 40 per cent have telephones. And these are not all poor folks; 236,000 Class B families, let me tell you, haven't felt the need of a phone in the home, despite the constant solicitations of the New York Telephone Company.

But how we love our radios! Only a fourth of our families depend on the strains wafted through wall or ceiling, floor or window, from the neighbors' loudspeakers, but all the rest of us can tap the ether at our own sweet will, with our own sets. Only 10 per cent of our best families lack the means of making home happy with the newest tunes from Paul Whiteman, or the oldest from the Philharmonic, and an equal fraction of our middle class. (But let me whisper in your ear that among the sets owned by these two layers of our upper crust are 250,000 that are more than three years old. Maybe that means something to you, maybe not.)

If he who sups with the devil needs a long spoon, then he who would embrace New York in his marketing operations needs long arms.

A City of Ninety Cities

Divide and conquer!—to change the metaphor from one appropriate to the conquest of a single lady to one befitting the conquest of 1,800,000 housewives. Tackle New York by analyzing its ninety sections.

How does your product stand in each of these ninety cities? Is it up, or down, and why? What nationalities, what wealth factors, what circulation of newspapers carrying your advertising within these districts is influencing your sales?

Your distribution methods may, in your belief, cover the city like a blanket, your salesmen, your agents, your district representatives are getting you dealers wherever worth-while dealers exist. Your sales position in the city as against competitors, is clearly outlined in your mind.

Did you ever, said I to my friend the agency vice-president, see a dream dancing? Well, I did. Your dream-picture of a curve of your percentage of consumer preference, that lies so evenly across the town, actually dances up and down from district to district like the surges of the mad Atlantic, with less resemblance to the swell of summer's

ocean than to the zigs and zags of summer's lightning.

Can it be possible that the boys are not, after all, calling where the business is to be had? Do some spots look brighter to them than others? Is there some element of preference, bias, disbelief, ignorance, neglect, or cold feet present even in this perfect sales organization?

Why should a certain well-known, high-grade food product register, in Manhattan, its largest percentage of devoted adherents in upper and lower Harlem—and its next, in the diamond-studded area south of Central Park—and its next, where rolls Riverside Drive and rises Columbia University?

Has its advertising been so blest as to strike, in its heart and appetite appeal, a common denominator for more than one class?

Can it be that the Colonel's lady and Judy O'Grady are sisters under the belt?

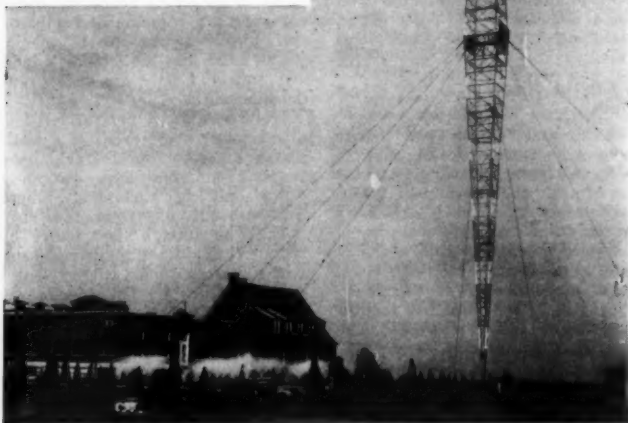
Here on a chart lies the red line of consumer preference for a well-known cigarette, comfortably level across four boroughs, dropping down only in Richmond, where there are only 35,000 families anyhow. But though the picture by boroughs may leave me complacent, when I come to look at the twenty-seven districts of Brooklyn I see the line dip wildly up and down. In one district it is low where native white families are low—but in the same district a competitor's curve soars to almost its greatest height in the borough. What is the nationality of that district?—what, perhaps, is the nationality of some distributor, who may be favoring my competitor?

Here at the bottom of the chart is a row of figures evaluating the buying power of each of these Brooklyn districts. Is there a correlation between good buying-power districts and the consumer preference for one of these cigarettes? Does another cigarette fail to show this correlation? What is there about their advertising appeals, their merchandising methods, that might account for such correlation?

Why should my competitor be

First Regular Broadcast of New 500,000 Watt Radio Station WLW

Increase from 50,000 to 500,000 watts makes WLW the world's most powerful commercial broadcasting station — ten times more powerful than any other station in the U. S. — with tremendously increased effective range and an audience increased many times.



NINE o'clock P. M., Eastern Standard Time . . . May 2, 1934 . . . drama . . . drama born of the dream of a pioneer in radio! Drama created in a single phrase . . . WLW, 500,000 watts, is on the air!

Out into the night, and across unbounded expanse, was hurled this phrase . . . as fast as light . . . with the speed of thought . . . hurled by a Colossus . . . an unseen giant, whose vitals were a maze of wires . . . whose brain was a bank of glowing vacuum tubes and whose strength was almost inconceivable. The new 500,000 watt transmitter of Station WLW, Cincinnati, Ohio . . . owned and operated by The Crosley Radio Corporation.

Back in 1921 a little 20 watt transmitter operated from time to time under the call letters 8CR. It first made its voice heard from the experimental laboratory in the home of Powel Crosley, Jr., in Cincinnati. In 1922 its voice was silenced and a new 50 watt transmitter, to which had been assigned call letters WLW, was introduced ceremoniously from the then small Crosley plant.

In 1922 this 50 watter was front page news . . . In 1934 the Crosley 500,000 watter is front page news!

There was static in those days just as there is now. A feeble 50 watts could not do much against atmospheric disturbances. Static elim-

inators were talked about and then was born in Crosley's mind the idea of using more power . . . more and more power to cut cleanly through static and man-made forms of electrical interference.

A few months later WLW stepped up its power to 500 watts, then equal in power to any broadcasting station in the country. More celebrating . . . fewer laughs . . . radio was becoming a serious business! It looked then as if broadcasting stations everywhere would be limited to 500 watts . . . mere local stations . . . never mind those who lived in rural communities. Then came into being the term "super-power." Crosley was one of the strongest advocates of the attempt to use 5,000 watts. It was finally decided in Washington to permit the use of such power experimentally.

One evening in 1925 radio listeners heard a new station. WLW was dedicating the first 5,000 watt super-power transmitter . . . the most powerful regularly operated broadcasting station in the world.

About this time the public really began to be conscious of commercial programs. An income to radio stations meant an ability to pay for talent. Paid talent meant a definite improvement in the quality of programs. Listeners appreciated the vast improvement in WLW programs. Sponsors appreciated the increase in sales even in 1925.

50 watts . . . 500 watts . . . 5,000 watts. What next? Was it possible to duplicate that ten-fold increase again? Important radio engineers were doubtful. That former unfounded fear of super-power again became prevalent. But those same listeners needed better service . . . advertising sponsors deserved a greater coverage for their message to consumers . . . Crosley fought . . . and on May 25, 1928 . . . Crosley won!

50,000 watts authorized by the Federal Radio Commission to Station WLW for experimental broadcasting!

THE NATION'S STATION! A fitting tribute to a pioneer in radio!

Now—five hundred thousand watts . . . thousands of volts . . . wires in a brilliant entanglement . . . tubes of gigantic proportions, all bowing to the delight and education of mankind.

Mute expression of the obligation that Powel Crosley, Jr. feels toward every listener who has come to turn

to WLW on the dial as naturally as one turns to a familiar and friendly face.

500,000 watts increases the service area of WLW many times. Those knowing the already vast service area of the 50,000 watt transmitter will appreciate this. Listeners in remote sections of the country, where broadcasting is ordinarily unreliable and unsatisfactory, will wire congratulations.

The slender tower weighs 136 tons! A spidery web of guy wires makes a combined downpull on the porcelain insulator base of about 450 tons. And the contact surface of this insulator is only 5 inches in diameter!

831 feet high! It is called a "vertical radiator antenna." Efficiency to its tip. Eliminates waste radiation almost entirely.

Walk into the transmitter building—there's an audio transformer. The largest of its type ever built. Weighs 100,000 pounds. The audio transformer in the 50,000 watt transmitter weighed only a few pounds!

Power lines . . . the main artery of the giant . . . a mammoth substation to supply blood-life and breath . . . enough energy consumed to light the homes in a city of 100,000 population . . . three filament machines . . . a giant water cooling system for pumping the one million gallons of water required daily to cool the various tubes.

Cost? \$400,000 over and above the cost of the original 50,000 watt transmitter, now absorbed by the giant. Operating costs? Comparable to the electric bill of a fair size city.

Powel Crosley, Jr. and members of the Federal Radio Commission look to the new 500,000 watt transmitter of WLW as a practical laboratory for the scientific development of actual broadcasting in hitherto unexplored fields of power.

A giant speaks to the world. It is inanimate . . . it is neuter . . . yet it lives . . . it speaks . . . it sings.

It brings joy to the sad . . . light to the blind . . . comfort to the sick . . . it is a miraculous monument to the dream of a man who over-rode the prejudices of super-power . . . who, with courage and foresight, changed the minds of millions . . . lifted the curtain on a newer joy to mankind . . . opened new roads to advertising possibilities for industry . . .

This giant is your servant!

up in a certain district, while I am down? Has that district more of his kind of folks? What are his kind of folks?—what are my kind? I don't know any reason why people don't like my goods there, but if I study the characteristics of the district I may also find out that the district isn't worth going after, hasn't enough buying power, competition is too strongly entrenched sales cost is too high.

Perhaps a new strategy is needed, to combat a tough situation that has revealed itself—a new sales approach, or more intensive promotion. Intimate study of these hitherto unseen little peaks and valleys in the curve of consumer affection for my brand may show me how to flatten out the curve, and gain a hundred families here, a thousand families there.

Arrayed across the top of the chart is a row of figures showing the number of families in each district. My product is high, I see, in one district—well, the district has only 12,000 families, perhaps that isn't anything to get excited about. But look, my product is down in this next district, where there are 40,000 families—that is more serious. My competitor has realized the value of that district while I was asleep—see, his curve goes up.

In two districts of a certain borough my product leads the field. But No. 1 is a high buying power

district, with all the wealth factors my heart could wish, and No. 2 is a district whose buying power figure is low.

In District No. 3, which is likewise poor, my sales are bad; the dealers say, "Of course you can sell to the rich folks in District No. 1, but we can't sell your merchandise here—folks won't pay the price."

"Nonsense," answer my salesmen—or the trade equivalent of "nonsense"—"if the boys around Blank Street in District No. 2 can sell our goods the way they do, you can sell them too. Your district isn't any worse than theirs. Look, Joe, you ain't got a bad district—you got so many thousand automobiles, so many bank accounts, these folks are buying vacuum cleaners, they read the newspapers we advertise in—see this proof of our advertisement? They got plenty of radio sets, and Joe, we got a swell radio program, you know."

Little old New York, the cockeyed market, the tough nut to crack—the City Nobody Knew, because it was too darn big.

Divide, and conquer. Study it as ninety cities, each a different market—maybe.

And, I repeat, there are many other cockeyed markets worth a little extra study to find out where, and how, to put the pressure on.

Gets Distilling Account

The Kinsey Distilling Company, Linfield, Pa., has appointed The Clements Company, Inc., Philadelphia, as its advertising agency. A newspaper campaign is being planned for Philadelphia, New York, Boston, Cincinnati, Chicago, Detroit, Washington and Los Angeles.

Joins Donahue & Coe

William E. Danziger has joined the copy department of Donahue & Coe, Inc., New York agency. He had been with Paramount Pictures and was a member of the advertising council, Paramount Studios, Hollywood.

Has Candy Account

The Walter H. Johnson Candy Company, Chicago, has appointed George J. Kirkgasser & Company, of that city, as its advertising counsel.

Death of William A. Renkel

William A. Renkel, vice-president and director of the Stirling Press, New York, died recently. He had been associated with the Stirling Press for fifteen years and before that was with the American Lithographing Company. He was a former president of the International Printing House Craftsmen.

Advanced by Bauer & Black

Crawford H. Baker has been named manager of the chain-store sales division of Bauer & Black, Chicago. He has been with the Bauer & Black sales department since 1929.

Hart-Conway Elects Kennedy

Harold E. Kennedy, for nine years with the Hart-Conway Advertising Agency, Rochester, N. Y., has been elected vice-president.

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Salesmen Are People

Capitalizing on Human Element, Then, Is More Resultful Than Too Much System

By Frank Atha

Of J. A. Folger & Co.

A LARGE sales service corporation once asked more than 100 of the country's leading sales executives what they considered the most important part of their work. Over half of this number promptly replied, "Building a loyal sales organization." This can certainly be confirmed as far as the Folger sales organization is concerned. In fact, at the present time, we are conducting a Bond of Loyalty sales campaign, stressing the individual salesman's opportunity to be loyal to Folger, loyal to his own sales team, loyal to his customers, and incidentally, loyal to himself.

Loyalty can be fostered by correspondence that appeals to the human side of salesmen better than by almost any other method—at least much better than by weekly mailings of cold-blooded bulletins covered with charts, sales classifications and comparisons, or graphs of progress. In the first place, the majority of salesmen don't know much about reading graphs and charts. In the second place, they require considerable study and concentration if a valuable conclusion is to be drawn, and in the third place few men respond to them, even if they understand them in the first place.

Before a sales manager prepares some geometrical sales chart to send to his men, or some long form on which they are to report detailed information, he should ask himself this question, "Did I hire these men for clerks or for salesmen?" If he honestly wants his sales corps to concentrate on sales and give their thought and planning to producing increased business from a given territory, he certainly does not want to wear them down interpreting forms or clerking half way into the night making

out stock sheets and detailed reports of every call.

Salesmen will be loyal if they are treated like human beings and as if the firm *expected* them to be loyal. Loyal salesmen, conscientious salesmen, if you prefer, put in long hours anyway, so it is not only unfair to expect them to spend a couple of hours after dinner every night doing clerical work but it is not good sales management to ask them to do so. The mental faculties of a salesman, who must of necessity be an alert and clear thinking individual, are in much better condition to *do* that clear thinking if he is a little more free in the evening to attend a movie or to entirely divert his mind with a good detective story.

Preparing Forms and Charts Inside

The sales department in the office should be the technical bureau to prepare the detailed forms and charts for the sales manager. This information is best when based on investigation from the office out, and not from the territory in. Then from this information on increases, decreases, and territorial conditions, the sales manager can analyze the sales problems and advise with his men.

A certain insurance company in Ohio recently developed a special report for the salesmen to prepare. This report was an "extra" and included a request for such information as the number of hours spent in the field, the number of hours spent studying and in planning. Separate questions were asked to differentiate between sales interviews, service calls, new calls and second calls, etc. All of this information was requested for every day in the week. The thought be-

hind this form was to "indicate to salesmen that the company expected the utmost co-operation, and to assist them in analyzing their work so that every phase will be carried out."

When a firm hires a salesman it should place at least as much confidence in that salesman as it expects him to have in the firm. It is foolish to think that you can get any salesman to accurately account for and distinguish between his hours of working and his hours of thinking, and then ask him to spend additional hours in reporting.

Making Salesmen Machines

A few firms even try to teach new salesmen *how* to sell. They try to make them use a set form of salesmanship, practically a fixed speech about the virtues of the products, and then become adding machines in the evening. Of course, this is the extreme, but at the same time, it does indicate to what length some sales managers will go.

But the best salesmen are not machines or not clerks—they are a very high type of human being. Many are elementary psychologists who so understand their prospects and customers that they can absolutely control the interview and say the thing and bring out the kind of argument that will sway each particular individual. A good salesman has personal magnetism and a personality that reflects human understanding and begets confidence.

For these reasons, it is only logical to assume that a sales manager can do a better job of sales direction by using the same kind of psychology in *personalized* sales letters, instead of bulletin forms, charts and circulars. His letters can cover the same problems and the same subjects that he might wish to picture with charts or graphs, but the right kind of correspondence can do the job much more effectively and tactfully.

The natural result is a closer relationship and a better understanding between salesmen and sales manager and it is from this sort of an understanding that extreme loyalty is created. Loyalty, we all

agree, is without question the most valuable attribute a sales manager can have in his men.

Sales managers are generally master salesmen. There probably isn't a one who cannot go out into the territory and land substantial orders from some of the tougher customers. Isn't it pitiful that men of such ability will come back into the office and try to inspire their corps of salesmen with a certain percentage of bulletin type sales letters, enclosing graphic charts to show the upward curve of prosperity, or what have you?

Sales increases can be made from the sales manager's own office through his master salesmanship. Let *him* read the charts to interpret conditions and then through his own ability inspire the men by giving them a vision of their possibilities. Good workable merchandising plans for moving stocks out of the retail outlets are the kind of sales direction that is most appreciated. The merchants are hungry for selling ideas, and the salesman who can furnish them never has any trouble getting orders to take care of the increased turnover or substantially replace the retailer's depleted stock.

Keep Forms to a Minimum

Of course it is necessary to have certain reports and forms coming from the salesmen. But those reports and forms should be kept at an absolute minimum and designed in the simplest possible outline. It is mighty easy to create forms and to add to the amount of information requested from salesmen. A clerk in the sales department may decide he wants certain information about prospective customers. Another department may create a form to have salesmen check the company's stock in every retail outlet, and still another may request additional credit information.

Often this information is needed—for a short time—but information is only valuable if it is used. Files may be filled with thousands of folders containing questions answered. If that information is not necessary to regular use, there is

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Announcing A New Screen & Radio Weekly

On Sunday, April 29th, the Free Press made an important addition to its Sunday newspaper, with the inclusion of a new Screen & Radio Weekly Magazine, in tabloid size, edited and printed by the Free Press.

To the best of our knowledge, no other newspaper has sensed the importance or value of a separate magazine appealing exclusively to the millions of screen and radio fans.

This new Weekly offers to advertisers an entirely new opportunity in the selectivity of its appeal, and in the use of a full color magazine background for advertising, which heretofore has not been available at so low a rate, in the newspaper field.

Address The General Advertising Dept., for sample copies and rate card.

The Detroit Free Press

1831—ON GUARD FOR MORE THAN A CENTURY—1934

VERREE & CONKLIN, Inc., National Representatives

TIME

The Weekly Newsmagazine

Up goes TIME's circulation, coming nearer and nearer to the half million mark. . . . More mouths for TIME-advertised coffees, cereals, soups, sauces, beverages, candies, syrups, cheeses, for all the many kinds of TIME-advertised foods. . . . And now oranges too, as Sun-kist joins the growing list.



1929

1930



a tremendous waste, not only of the salesman's time in preparing it but of office time in handling it.

A good plan is to go over all of the correspondence forms and reports regularly and eliminate the ones that are not being used. It is usually easy to find one or two items that were created for a need at the time, but since that time

have been passed over and filed away as fast as they come in.

When the facts contained on correspondence forms and reports are no longer used, for Heaven's sake give the salesmen a break and let them discontinue providing such information. Salesmen who are given such considerations are usually the most loyal.

NRA Censors Three Claims

THREE common offenders in the realm of retail advertising are now subject to NRA censorship. They have to do with "no down payment," "direct from the factory to you," and "removal," "bankrupt" or "fire" sales.

The rulings are predicated on the provisions in the retail code against misleading advertising. Kenneth Dameron, Deputy Administrator, made the rulings at the request of the code authority for the industry, and approval was given by

H. O. King, division administrator in charge of the operation of the retail code.

"No down payment" claims are barred unless no payment of any kind is essential at the time of purchase, whether as a deposit, interest, delivery or other charge.

The other two claims, if used, must apply to all merchandise described or illustrated in an advertisement, or to the merchandise described in a segregated part of an advertisement.

Rosenberg Adds to Staff

The Rosenberg Advertising Agency, New York, has made the following additions to its staff: Alfred G. Cohen, formerly assistant advertising manager of Lane Bryant; Harold J. Carver, who will be in charge of the direct-mail department; and Miss Polly Rosenberg, formerly with Bloomingdale's, who will direct all fashion artwork. Arthur S. Warshak, founder of Warshak-Warren Associates, which the Rosenberg agency succeeds, and Lionel Berman, one of his associates, will continue with the agency in an advisory capacity.

Death of W. J. Montgomery

W. J. Montgomery, portable sales manager of the Royal Typewriter Company, New York, died last week, aged forty-seven. He had directed the sales and merchandising of the Royal Portable since its introduction in 1926. Except for a few years his whole business life was spent in the typewriter field.

Two Accounts to Kastor

London Character Shoes, Inc., New York, and the Garfield Tea Company, Brooklyn, N. Y., have appointed the New York office of the H. W. Kastor & Sons Company, Inc., to direct their advertising. London shoes will use newspapers and Garfield Tea newspapers and radio.

Heads Detroit Adcrafters

Leo Fitzpatrick, vice-president and general manager of Station WJR, has been elected president of the Adcraft Club, Detroit. He succeeds George M. Slocum, publisher of the *Automotive Daily News*.

J. J. Hartigan, vice-president of the Campbell-Ewald Company, is the new first vice-president.

Edward R. Grace, head of Grace & Holliday, advertising agency, is a newly elected director.

Harold M. Hastings continues as secretary-manager.

Stemar Displays Appoints

Ronald C. Schmitz has been appointed to head the Visual Displays department of the New York office of Stemar Displays Company, Chicago. Harold Gibbs, former space buyer in the Chicago office of Doremus & Company, has been appointed manager, at Chicago, of Stemar's motion displays department.

Now Cooper & Shower

R. G. Cooper, of the R. G. Cooper Studio, Detroit, has formed a new company under the name of Cooper & Shower, package counseling and industrial styling, of which he becomes president and which retains the personnel of his former organization. C. J. Shower becomes vice-president.

Mechanical Costs

They Average About 5 Per Cent of the Total Advertising Appropriation

WASHINGTON GAS LIGHT COMPANY
WASHINGTON, D. C.

Editor of PRINTERS' INK:

Can you refer me to any articles recently published concerning the results of surveys or any other information which deals with the amount of the advertising dollar which production costs should consume?

By this I mean the percentage to the advertising dollar of the total cost of photographic illustrations, good typography, engravings, artwork, hand lettering, etc.

WILMOT R. SQUIER,
Advertising Manager.

THE most complete study of space production costs is found in, "An Analysis of 285 National Advertising Budgets, 1932 to 1933," published last year by the Association of National Advertisers, Inc.

In this study space production costs included artwork, photographs, drawings, engravings, mats, electros, and other mechanical costs that enter into the cost of preparing space advertising. This showed that in the general field in 1933 space production costs seldom ran over 5 per cent although in one case, that of textiles, they amounted to 10 per cent of the total advertising appropriation.

Some typical percentages are listed below, the figure always representing the relation of the cost to the total appropriation:

Automobiles	3.8 per cent
Clothing	6.7 per cent
Drugs	3 per cent
Electrical equipment and supplies	4.3 per cent
Radio equipment and supplies	3.6 per cent
Household electrical appliances	4.7 per cent

Heating, air conditioning and refrigeration equipment	4.8 per cent
Grocery products (not including coffee and tea)	4.7 per cent
Coffee and tea	9.3 per cent
Jewelry, clocks and silverware	3.7 per cent
Paints and varnishes ..	5.2 per cent
Petroleum products ..	4 per cent
Shoes	5.7 per cent
Textiles	10 per cent

As was to be expected the percentage figures of space production costs to the advertising appropriation are higher in the industrial field. Here are some typical figures:

Automotive equipment ..	5.5 per cent
Building and construction materials	11.1 per cent
Building specialties ..	7.1 per cent
Chemicals and allied products	8.1 per cent
Iron and steel and their products (not including machinery)	7 per cent
Machinery and supplies (not including automotive equipment) ..	6.6 per cent
Machine tools	3 per cent
Paper and paper products	2.5 per cent

Like all percentage figures these have a danger in that individual advertisers will be tempted to cut their cloth to fit the general pattern of their field. It is quite possible that two competing advertisers might have a quite different problem. One of them might almost be forced to use color with expensive color paintings while the other could do a good job in black-and-white. Therefore, for either to be guided by the other would be a mistake.

How and Why of Armour Package Changes

Women Buyers Influence New Design Selection

By Ben Nash

WE have now gone beyond the mere idea that "more attractively packaged products sell better." We have progressed to the point where every executive ought to recognize that the most important question that can be asked of a package is:

Is it self-selling?

Very few business men today ask that question of their packages. The truly alert and successful business men know that the answer is all-important.

We hear it said endlessly that industry must reduce its cost of distribution. The most familiar method employed to this end is the elimination of various selling operations. The rise of packaging as an increasingly important industry, however, bears testimony to the fact that business is finding in packaging re-design another method of cost reduction.

An excellent example of progressive foresight in recognizing retail selling conditions is the Armour and Company packaging development, which has for its objective the task of equipping the company's retailers with a line of products in packages that will be self-selling. This packaging program, in the process of development for the last eighteen months, already has amply demonstrated its effectiveness.

The attitude that unless a consumer package is largely self-selling at the point of sale it is incomplete, is clearly reflected in the packages and packaging designs of Armour as finally developed. It is an attitude that may be further defined as seeking the more rapid flow of packaged products from the manufacturer to the retailer

and to the consumer with a minimum selling effort and expense.

In executing any packaging program, knowledge of the ever-changing consumer is of first importance. Adherence to what the consumer really wants and how the consumer wants to select a manufacturer's products establishes the difference between packages which entail a high cost to sell to the consumer and those which help sell themselves.

Armour and Company distribute a complete line of high quality food products. They have a large number of retail dealers who look to the company to present its products through such packagings, promotion and advertising plans as will make them sell with maximum ease and certainty. Within the company's organization is the conviction of superior quality of food products, plus an organization thoroughly trained to carry the company's story into every section of the country.

Had Every Attribute of Success

This was a fine foundation upon which to build a re-packaging project. Within it was every attribute of success. The task demanded that the various factors be brought together into a composite appropriate to the present selling conditions—that what the company had to sell be geared to the manner in which the housewife wanted to buy it.

The first principle laid down was a change in point of view, namely, that of seeing the project not from the packer's angle but from the housewife's. In other words, the conception for the new

In the foreground of each group is the new package. Note the family tie-up without sacrifice of the identity and appeal of individual products



packagings started from the consumer on the outside and not from the manufacturer on the inside.

At the outset, chief consideration was not of various food products that had to be packaged, distributed and sold, but of the family dinner table, the housewife's pantry and kitchen and particularly her shopping habits.

The packaging project sought to create a composite picture of the Armour line while personalizing each individual product attractively and invitingly. It was, accordingly, necessary to draw the various types of food products into one family tie-up without sacrificing the identity and appeal of individual products—for the housewife buys in terms of single food items.

This objective was accomplished chiefly through (1) Bringing all Armour's highest quality food products together under one family branding—Star—and under one basic design plan which offered a means of individualizing different products; (2) new packagings for the food products; (3) packagings which would maintain a general family resemblance while varying enough to permit each product type to make an individual appeal to the housewife.

The housewife wants to know exactly what she is buying. Armour was branding several different types of highest quality products under different brand names. This made it necessary for the housewife to know a different brand name as designating highest quality when buying one or another of the company's products. When buying hams and bacon she asked for Star Brand. When buying corned beef or pork and beans she asked for Veribest. When buying butter she asked for Cloverbloom.

To bring the company's menu (or complete line) of food products into an all-inclusive and unified family and to give a single brand by which the housewife could identify and ask for its highest grade products, all such products were brought under one brand—Star. That brand enjoyed acceptance by the public as representing recognized high quality, and the new program gave the housewife this single name by which to identify an Armour's highest quality food product of any type.

From the retailer's standpoint, the use of the Star branding gave each product the full benefit of the extensive Star advertising and promotion support. The Veribest line

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DO Washingtonians buy? Decidedly, yes—and according to Advertising & Selling figures, the annual spendable money income in Washington, D. C., [nearly \$400,000,000] is larger than that in any one of eighteen entire states.

This is another evidence of the strength and character of the Washington Market—which is a psychological point from which to launch a national advertising campaign.

This is readily done with ONE newspaper—THE STAR, Evening and Sunday—with its GREATER VOLUME of circulation, going directly into the homes of the Washington Market—giving MAXIMUM VALUE to that circulation.

An Associated Press Newspaper
Member Metropolitan Sunday Newspapers
Member Major Market Newspapers, Inc.

New York Office
DAN A. CARROLL
110 E. 42nd St.

Chicago Office
J. E. Lutz
Lake Michigan Bldg.



of canned foods was largely supplanted by the Star Quality line. Because of its wide and outstanding recognition and its appropriateness for branding a product, the name Cloverbloom continued unchanged for butter, eggs, etc. However, to bring the Cloverbloom products into the family tie-up, the brand name Cloverbloom was supplemented with the phrase Armour's Star Quality.

These changes made it simpler for the housewife to ask for any of the company's highest quality food products. Through a single and uniform brand name the retailer could offer a recognized brand of quality in many types of foods.

Following this basic change, the line of new packagings was then developed both as to basic family design and individual selling needs of each type product.

The former packer-type packagings of uniform design made all the products look generally alike externally, except for the change in product name. So long as store selling was done largely through the retailer's own words and through consumer demand created by advertising, they were adequate. The advent of chain stores and self-selling through counter displays, open counter selling aisle tables, etc., effected a radical change.

The housewife now chooses with little or no suggestion from the clerk. Hence any present-day food package must perform a better job in the new selling program. It must possess individuality even though it is part of a large line. It must give a more appealing and complete explanation of its contents to the passing housewife's glance.

New Influence on Food Packages

A number of factors are outstanding in influencing the new packaging of foods. First, the increasing sale of prepared foods through the housewife's pick-up buying at the counter or at the open display table makes it essential to keep the package clean, bright and inviting in appearance.

Second, the increasing display of food products in the retailer's refrigeration cases with its clean white setting, makes it desirable to have the food package appropriate to this setting. Third, an increasing number of housewives have turned to electric refrigeration, with its spotless white cabinet.

These factors have created an environment of cleanliness which the housewife associates with well-kept foods. Hence, a clean, sparkling aspect, plus the Armour trademark colors, was established as the basic color requirement of the packaging design motif for the entire line. Dark colored packages designed not to show the dirt because they might stay on the retailer's shelf are unnecessary today. Best sellers don't stay on shelves. Packages designed for the retailer's shelf rather than for display and sale at the retailer's counter will usually stay unsold on that retailer's shelf.

Certain Trade-Mark Values Retained

The Armour dark blue, yellow and white were established as the basic colors. Certain other trademark values, such as characteristic lettering, were retained. Variations for the use of the basic colors and the introduction of other colors to individualize certain type products were also established. Specifications covering every detail of every packaging element were established, with variations for different type products. Each type of food product received a special study and treatment so as to fit its final packaging exactly into the selling job it was required to do.

Brilliant red in combination with dark blue and yellow furnished a brilliant Spanish setting for chile con carne. Pork and beans was packaged in a rich brown combination, hot tamales in a flaming color combination. These are but a few instances. A package personality was created for each product so as to invite greater retailer promotion of each product in the line.

Consider the packaging designs

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from the housewife's standpoint as she shops. The meat package, she finds, is light, brilliant and cleanly labeled. It appears inviting even to the casually inquisitive passing shopper. When she glances at the package, the housewife is not greeted only with the product name or statements about it from the manufacturer's standpoint. Instead, she sees clearly what the package contains—not only through the dominantly displayed product name but through an actual reproduction of the contents as they will appear when served at the table.

The housewife knows she is buying a highest quality product of Star grade and not a brand name only. She will read, in most instances, exactly how many average portions or servings are contained in the package. She can read one or more recipes in which the product can be used with satisfactory results. She reads about the full significance and benefit of Star Quality in food products for her family and what this means in many other of the company's food products which she has perhaps never tried.

This applies to packagings for foods packed in labeled tins, in which the actual food product cannot be exposed to view at the retailer's. Other of the company's food products such as pigs feet, pickled lamb tongues, pickled tripe, etc., are packaged in glass. These packagings receive a special treatment to conform to the taste-appeal and self-selling features of the packaging program.

The regular packer's packagings of such products as pigs feet, pickled lamb tongues, etc., obscure the product with a large label that covers most of the front of the glass jar. The most attractive presentation of the product is at the back, where there is visible an

appetizing packing of the product, garnished with a bay leaf and red pepper.

The new package reversed the labeling—with interesting results. The back of the glass jar was used as the front of the package. A small label was used instead of a large label, and was so placed toward the bottom of the jar as to allow a general expanse of display of appetizing product. A large label, used at the back to meet packing requirements, gave the necessary detailed text matter usually placed on the front label, and recipes were printed. With the red pepper garnish as the color keynote, a red closure cap was used and touches of red were introduced into the colorful front label. Thus the glass packaged products were also transformed into self-selling products as part of the complete program.

A parallel case was that of the whole ox tongue package. The regular packer's packages are low glass dishes labeled so that the tin closure cap carrying a large label is at the top of the package. This closure is the first feature the housewife sees on looking at this package. In the new ox tongue package, the glass jar was turned upside down and labeled accordingly. The large tin closure cap became the base of the package while the clear glass jar through which the tongue could be seen became the top of the package. The smallest possible label was affixed on one side, running up over a portion of the top of the glass jar. The tin closure used as the base was embellished in gold, lacquer and red.

In short, always in mind is the composite picture of the company's food products, as it will favorably impress customers in the retailer's store—at the point of purchase.



New York "Times" Appoints L. & T.

The New York Times has appointed the New York office of Lord & Thomas to direct a campaign which is now appearing in newspapers in a number of cities. The campaign is based on the R. L. Polk Consumer Survey.

Transferred by "Wall Street Journal"

Harlan V. Hadley of the New York staff has been appointed manager of the Cincinnati office of the *Wall Street Journal*, New York. He succeeds Charles E. Robbins who will join the New York staff.

Good-Will for Greenwich

"GREENWICH CAN WELL BE PROUD.."

*of this Beautiful new Socony Station**

*First, indeed, to show natural people how well it is the gas for this... and so would like to make their eyes for seeing it.

As there is especially because it recognizes the things that we have tried to find in nature... from the first and a responsible part in the service of the community.

Finally, now we are not only and doing... we have no doubt to better known about it to the... Greenwich, for example, place a big sign to let all of "Greenwich" know. You can't make enough any of people... as that happens to you the other side know that we're proud of our community. There are plenty of windows to give you better service... and plenty more of them to light, without making it give you the best of the town.

As for appearance... certainly to see, it is right up to the minute, and we are ready to help build the building as facilities having all you can think of, there is any time and place.

Greenwich and Greenwich Place.

STANDARD OIL COMPANY OF NEW YORK, INC. A SERVICE STATION

WHEN Socony-Vacuum built a new service station in Greenwich, Conn., recently, it did three things, which easily might have been overlooked, to insure the good-will of the citizens of that community.

Since millions of dollars have been spent in Greenwich publicly and privately to protect its original dignity and charm, building a new service station, this company felt, imposed a certain responsibility. Therefore, plans were drawn in the best Colonial style so that the station might be in keeping with the prevailing architecture of its surroundings. The station was also supplied with the most modern equipment obtainable and a pleasant and attractive waiting-room was included.

Secondly, when it was discovered that on the site chosen for the station there was a particularly old and historic tree which meant a lot as a landmark to Greenwich, plans were altered so that the tree could remain and become part of the landscaping of the station.

Thirdly, but not the least important, Socony-Vacuum directed a newspaper campaign especially at the community, showing pictures of the new station and its attendants under the headlines: "Greenwich Can Well Be Proud of This Beautiful New Socony Station" and "Socony Announces a Beautiful New Service Station That Does Credit to Greenwich." A four-page folder was also sent out as an announcement and as an invitation to visit the new station.

Will Test Ban on Dental Advertising

The executive committee of the New Jersey Press Association, meeting in Newark last week, authorized that a test be made of the constitutionality of the recent enactment which forbids advertising by dentists. Walter M. Dear, treasurer of the Jersey City *Jersey Journal* is chairman of the committee appointed to test the law.

To Report on Survey of Drug Jobbing Areas

The National Wholesale Druggists Association will soon release data based on a survey of eighty-seven wholesale trading areas. The survey will show the number of salesmen employed by distributors, frequency of calls, capital investment of wholesalers, and the number of retail outlets that there are in each area.



© C. N. P.

Last October, House & Garden's advertising began to climb. Recent issues: March, 47 pp. (47% gain) . . . April, 66 pp. (79% gain) . . . May, 73 pp. (115% gain) . . . June looks even better.

The Condé Nast Publications

VOGUE • VANITY FAIR • HOUSE & GARDEN

lead the luxury market

// In Place of Price Wars

Codes Offer Opportunity for Better Advertising, Research and Production Methods

KINZUA PINE MILLS COMPANY

KINZUA, OREGON

Editor of PRINTERS' INK:

I am interested to know if you have published recently any articles on the value and necessity of advertising to those industries which must maintain "minimum prices" under their codes?

In the lumber and millwork business, because of standardized grades and manufacture, our products are almost identical with those of our competitors.

And now that "minimum prices" must be maintained we do not have the factor of price competition. Under these conditions it would seem that advertising is vitally essential to an effective merchandising program. It would appear that the only solution for the firm that desires to maintain its sales volume is to find a means of telling its story in a vivid, interesting and informative way.

WM. L. ARVIN.

ONE of the greatest benefits that can come out of code price provisions is nicely summarized in Mr. Arvin's letter.

Long before depression conditions set in a number of industries were sliding downhill into a condition of price merchandising where every product consideration was thrown overboard and price was the selling keynote. To blame the price wars of the last few years on the depression is to overlook important facts and trends.

Now, however, in spite of the almost diabolical efforts of supposedly smart business men to throw over the benefits of the NRA in order to get temporary price-fixing advantages, there is a strong possibility in many industries that the price situation will be pretty well cleaned up.

With price as a selling tool eliminated there is more than ever a call for good merchandising brains. These brains will call not only on

advertising, but on various other aids in building sound markets.

Service, that word which was made so ridiculous by a small group of executives, once more becomes highly important.

Market research, always important, takes on an added value as executives cast about for methods of increasing sales. It is essential that they know what their markets are and what they demand in order that they can improve products or create new products.

More efficient sales methods are essential. Some sales forces have been pretty well riddled by the necessary economy measures of the last few years. Unfortunately, some sales executives pride themselves on the fact that they have gotten their forces down to an "economic" basis, thereby confusing economy with efficiency.

They overlook the fact that many salesmen are working for pittance today and putting up with petty sales policies only because of the innate fear of the hungry wolf at the door. Once business gets better and there is a demand again for good salesmen some of the sales executives who are very proud of their economical set-ups will find that they are losing good men.

All through the fabric of business there is a need for vital changes and this need becomes more apparent with the loss of price as a selling tool.

Advertising by itself cannot overcome the condition outlined in Mr. Arvin's letter.

Backed, however, by strong merchandising and production methods advertising is perhaps in a better position to work efficiently than ever before. It will work not only in selling merchandise to the public, but also in placing a new consciousness in the minds of the manufacturers of the necessity of having good quality and an acceptable product if they are going to advertise successfully.

A.N.A.'s Position on Agency Compensation

It is no secret that the Young report on agency compensation did not meet with the approval of the Association of National Advertisers. Exhaustive as Professor Young's study was, the A.N.A. felt it did not tell the complete story and, since last summer, it has been sponsoring a further study. What follows is the first official discussion of the association's position. It was made by Mr. McIntire in an address, last week, before the Poor Richard Club of Philadelphia.

By Allyn B. McIntire

President, Association of National Advertisers

OVER a long period of time one of the most important institutions in advertising has been slowly developing into something other than what it originally started as. I am referring to the advertising agent. In the beginning he was a seller of space. For some years he has steadily worked toward an objective which is best described by Roy Durstine, as a "confidential partner of the advertiser."

While this evolution has been taking place, many of his number have clung tenaciously to a method of compensation best described as a percentage on money spent, which was right and proper when agents were brokers of space, which they bought and sold.

For the last twenty years or more, many advertisers have been outspoken in their objection to this method of compensation. Many advertisers have not had much to say publicly on the subject, because they felt that it was a matter which time would care for or because they felt they profited from the system at the expense of other advertisers.

The A.N.A. has in times past vigorously stated its opposition to this old-time method of agency compensation. In going over past records of the association, I find that when it has spoken out, it has done so because of attempts made at a given time to "freeze" that method of compensation as the only permissible method.

About ten months ago there were public indications that the association, after some years of silence on the subject, was about to speak its mind again. Such an indication was given in a discussion at its meeting in New York on June 8 of a report called "Advertising Agency Compensation in Relation to the Total Cost of Advertising" by James W. Young of the University of Chicago. This study offered these thoughts: That the discount system of agency remuneration had grown by an evolutionary process; that the process was now finished and the system should be accepted as the best for all concerned. The association rejected the conclusion of this report and came to a decision to make a study of "agency compensation." With regard to that study I shall say more later.

I desire now to address myself to an endeavor on the part of some agents to use the force of law to fasten upon advertisers the present discount system of agency remuneration within a short time after the Young report, which advertisers rejected, had appeared.

In August of last year there was issued by the National Recovery Administration a printed document bearing the heading "Code of Fair Competition for the Advertising Agency Business as Submitted on August 26, 1933." The cover of this printed document bore these explanatory words:

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ADVERTISING GOING TO KEEP BUSINESS COMING

There is no time or place this year for real or imaginary summer let-downs in any branch of business. Things are going ahead. Keep moving . . . Keep business going . . . Manufacture . . . Advertise . . . Sell!

Big Summer For Business

Our business is any indication (and we think it is) there will be no summer slack in sales effort or activity. Here we are in early May with about 80% of our present

clients already signed to continue broadcast advertising during the summer. That means our bookings for the summer months are greater than for any previous summer in NBC history. And it also means that our clients are manufacturing, and people are buying. Advertising is a barometer of business, and advertising appropriations are on the increase. Which emphasizes our point "This summer, more than ever, keep advertising going to keep business coming".

NATIONAL BROADCASTING COMPANY, INC.
NEW YORK • CHICAGO • SAN FRANCISCO
Broadcasting Headquarters

"This Code for the Advertising Agency Industry in its present form merely reflects the proposal of the above-mentioned industry, and none of the provisions contained therein are to be regarded as having received the approval of the National Recovery Administration as applying to this industry."

This proposed code, which the A.N.A. submitted to its members for examination and study, on close analysis, seemed to be a plan that, in effect, sought to regulate the advertiser by forcing upon him an arbitrary method of doing business.

Naturally, we, as buyers of advertising, objected. (Any other group of buyers of any other service or commodity would do the same thing when any numerically small group of sellers band together and determine what their prices and the prices of their competitors shall be.)

There is as yet no code of fair competition for the advertising agency business. To my knowledge there is no proposed code on which a hearing can be held. The NRA has very wisely delayed action until it could properly weigh and appraise the controversy.

As to whether or not advertising agents should have a code, I am not prepared to say. I am prepared to say that, if they do desire one, it should be one which regulates themselves and not one which seeks to freeze a rate of payment or method of payment upon advertisers. I also offer the opinion that a code for the agency business should be part of a master code for all who serve the advertiser, if any code be required. There are many organizations which do not bear the name of advertising agency.

In the group who serve advertisers in addition to advertising agents, are direct-mail specialists, window display counselors, package experts, premium goods specialists, industrial motion picture producers, radio program bureaus, car card advertising services, and exhibition specialists. It is not necessary for me to go further with this roll call. Certainly if all industries that are part of the graphic

arts can operate under a master code, then all who serve the advertiser can operate under a master code.

During the intervening months since the agency group submitted a code, advertisers, through the A.N.A., have supplied the NRA with information and facts on their own initiative and at the request of the NRA, facts on which we based our opposition to any proposed code for the agency business which sought to build a price barrier around that business. Our opposition, I believe, has been fair and honest, calm and considered. The statements that I am now making to you are the first public statements on this subject given out by the association.

There has been only one motive behind our opposition. That motive has been to prevent anyone from using the force of law to stop the evolution of a system of agency remuneration. This point is important. I emphasize it because I want our motive understood.

First Public Statement about Study

I referred to the fact that there was under way a study of the subject of advertising agency compensation by the A.N.A. I make the first public statement on that study. This study is being carried on by its former managing director, Albert E. Haase, under the direction of three trustees: Lee H. Bristol, Stuart Peabody, and myself.

This study seeks to take an inventory of the various methods of agency compensation, and to appraise these different methods, if possible.

This study is in no way revolutionary in its intent. Like our opposition to any agency code which seeks to regulate advertisers, it is calm and considered in its outlook. It seeks to render a service to all concerned—advertiser, agent and medium. It is not being carried on in the selfish interest of any party.

It will be based upon legal research; upon research of all existing non-legal public documents and upon field work and investigation among advertisers. When those

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phases of the work have been completed and written, it will be submitted for comment to representatives of all the different interests involved in the advertising agency business and in advertising mediums. Their comments will be given with the report.

Promises New Information

It will not be necessary for any contrary findings or opinions to seek to catch up with any report which we may put out. As one of the trustees directing this study, I am able to say to you, at this stage of the study, that I am firmly of the opinion that it will be a report which agents will gladly welcome because it will afford them information on their business not hitherto generally available.

Advertising agency compensation and the agency as an American business institution are two different subjects. There are those who seem to take any discussion of agency compensation as an attack upon the advertising agency as an institution.

There is no opposition to the advertising agency as an institution among advertisers. Please don't mix the two subjects. The agency is a sound institution. It is a co-operative idea. It operates on the basis of serving more than one advertiser thus spreading the cost of the ability and service it happens to be able to offer among more than one advertiser and thereby making the cost lower for each individual advertiser. It is an institution that the advertiser desires to perpetuate and one that will perpetuate itself by its very abilities, long after the present artificial wall of agency remuneration has crumbled away.

The ability to render skilled service as counselor and guide to the advertiser more effectively and more economically than the manufacturer can himself provide will perpetuate the agency as an institution. Changes and re-adjustments have been taking place and will continue to take place. They may come slowly, they may come fast. Out of all changes and re-adjustments, a stronger and better insti-

tution than the advertising agency of today will develop. It will earn more for men in the agency business. It will earn more for worthwhile mediums and will do a better job for advertisers.

I have said that change and re-adjustment in agency compensation methods may be slow. In saying this, I have had in mind the fact that it is highly probable that individual forces concerned with this subject, namely the agent, the advertiser, and the advertising medium, may each continue in, the future to go their separate ways as they have in the past. There is the possibility, however, that change and re-adjustment might be wisely accelerated. That possibility lies in intelligent co-operative thinking on the part of the three different forces involved. Much thinking on this subject on my part has led me to a simple idea which can do much to make for sound thinking.

A Conflict of Conceptions

I cannot escape the fact, in my own thinking, that the entire controversy arises from a conflict between two different conceptions—two conceptions that are worlds apart—of the reason for the existence of advertising. Most individuals who have anything to do with advertising today, whether those individuals be part of an advertiser's organization, part of an advertising agency, or part of an advertising medium, know that *advertising should exist for the primary benefit of the advertiser.*

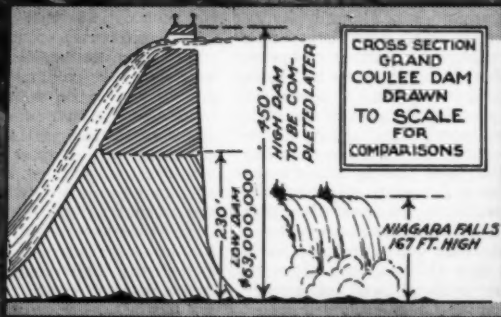
From personal observation over the last few years, I know that advertisers, individual agents, individuals representing the advertising medium, in their daily business conduct one with the other, know full well that advertising exists to benefit the advertiser, to benefit him by making it possible for him to sell his product more economically than he would otherwise provided all other factors are right.

This is the right conception and the only conception of advertising that will in the long run benefit not only the advertiser and the consumer but also mediums, the agent,

The \$63,000,000 Coulee Dam Nade

— JUST ONE OF 5 REASONS WHY SALES

- 1 **SPOKANE COUNTRY MINING OUTPUT** jumped 48% 1933, and 1934 shows further sharp increases. Big increase in all prices.
 - 2 **1933 SPENDABLE FARM INCOME** double 1932. 1932 cash farm income Pacific Northwest 60% above U. S. average. 1934 outlook best for years.
 - 3 **SPOKANE COUNTRY LUMBER MILLS** Production for 1934, 144% greater than 1933—shipments normally \$50,000,000 annually.
 - 4 **\$63,000,000 COULEE DAM**, Federal project in Spokane market, definitely under way. \$15,000,000 to be spent this year.
 - 5 Spokane is the official Federal agricultural credit headquarters for four states. Means big added payroll for city.
- SPOKANE RETAIL SALES GAINS** for past six months greatest in the West. Manufacturers' advertising in **THE SPOKESMAN-REVIEW** and **SPOKANE CHRONICLE** first quarter 1934 gained 30%, and 106% for March.



THE SPOKESMAN-REVIEW
 MORNING SUNDAY
Spokane Daily Chronicle
 EVENING WEEKLY

COMBINED CIRCULATION 85% UNL

Dam Under Way in Spokane Country

ONS WHY SALES GAINS BEST IN THE WEST



Artist's Conception GRAND COULEE DAM

—A \$63,000,000 Federal Project now under way in Spokane Country. First unit of dam 330 ft. high. Installed capacity 700,000 H. P. electricity.

(1) Comparison with Niagara Falls.

Spokane Country has 1/5th of the nation's potential water power.

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SEND FOR YOUR COPY-
GET YOUR SHARE
OF THE BIG
BUSINESS



A Major Daily Read Your Business
In 100 of America's Leading Cities
and Publishing Houses

and others who serve the advertiser.

If this conception were fully and completely accepted in practice, I would not be talking to you today. Why isn't it accepted?

The answer is that another and older conception of advertising, one that was right and proper in its time, conflicts with it. That old conception is this: *Advertising exists for the advertising medium.* This conception is dying. Of this I am convinced. But it is still too much with us, not as individuals, but in our group thinking. Competing agents and owners of competing mediums meeting as a group are too prone to take official positions which are in conflict with individual thinking and practice.

All too often, in my opinion it prevents them from giving whole-hearted acceptance in daily practice of the conception that advertising exists for the advertiser. (Please

do not misunderstand me when I say advertising must exist for the advertiser. I do not mean *selfishly for the advertiser* so that he can pile up inordinate profits. I mean *intelligently for the advertiser* so that he can share his gains with consumers and with all who help him serve the consumer.)

I suggest, here and now, that agents and advertising mediums obliterate from their group thinking the conception that advertising exists for the advertising medium and substitute the idea that it exists for the advertiser.

All of this seems simple, too simple. But don't dismiss it for that reason. It is the only solution that can make us all work toward a proper common end, namely the use of advertising in order to get worth-while products and services to the consumer at the lowest possible cost.



Women Organize New Groups

Two sectional divisions of The Fashion Group, New York, have been organized. For advertising, agency and radio activities, Estelle Hamburger, advertising manager, Jay Thorpe, was elected chairman; Claire Elliott, N. W. Ayer & Son, Inc., vice-chairman and Hazel Sadler, of the Arthur Rosenberg Company, secretary. Mrs. Tobé Davis, president of Tobé, Inc., was elected chairman of promotion activities; Mary Cookman, of Abraham & Straus, vice-chairman, and Mrs. Dorothy Kalman, of Hearst Newspapers, secretary.

The newly organized cosmetic section elected Mrs. Irene Sims, of Percival K. Frowert, chairman, and Mrs. Gizella Fowler, of Pedlar & Ryan, vice-chairman.

The cosmetic section will meet in the future every second Wednesday of the month for a luncheon. The promotion and advertising section will meet next on the evening of May 24, with subsequent meetings to be held on the fourth Thursday of every month.

With Hillman-Shane

Leonard Levinson has been appointed director of publicity in charge of a new department of the Hillman-Shane Advertising Agency, Los Angeles. He was for several years on the Hollywood staff of *Variety*.

Joins Kastor

Helen Hoagland, formerly with the copy and art department of the Chicago *Tribune*, has joined the copy staff of H. W. Kastor & Sons Company, Chicago advertising agency.

State Outdoor Groups Elects

Outdoor advertising associations of six Southern States elected officers at a recent meeting held at Memphis. Officers elected were:

Tennessee: O. S. Cannon, president; John M. Madden, vice-president; L. M. Price, secretary; Frank Stoops, national director.

Mississippi: Van W. Rogers, president; Arthur Lehman, vice-president; I. B. Isenberg, secretary, treasurer and national director.

Arkansas: R. L. Gordon, president; William Slez, vice-president; John P. Baird, secretary and treasurer; Thomas A. Hill and B. A. McConnell, directors.

Louisiana: James O. Dolby, president; J. D. Robinson, vice-president; J. O. McFadden, secretary.

Alabama: Carroll Hay, president; J. Chalmers, vice-president; H. Ettman, national director; H. V. Niebuhr, secretary and treasurer.

Florida: Tom Clarke, president; F. Maxwell, vice-president; John C. Martin, secretary and treasurer; E. B. Elliott, national director.



Has Tassco Account

The Alden Speare's Sons Company, Boston, Tassco oils, mill and laundry supplies, has appointed the James Thomas Chirurg Company, of that city, to handle its advertising account.



Appoints Freund

J. Friedman & Company, Inc., New York, men's clothing, has appointed Morton Freund, of that city, as advertising and sales promotion counsel.

May 3, 1934

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Now you know it's fully-aged
the **Brew-DATE** on every bottle

Blatz
Old Heidelberg
Castle

Blatz
BEER

THE BLATZ BREWING CO., MILWAUKEE, WIS.
A guarantee the greatest advancement in the beer industry in 25 years.

Dated Beer!
Every bottle of Blatz Old Heidelberg Beer now has plainly printed on its neck label the date when the contents were brewed.
Thus Blatz pleases again -- and helps you government days.
These dates help -- and will be -- many in addition dated as to the age of beer -- for now you will know positively that Blatz Old Heidelberg Beer is first-class!
It helps to you that this Beer -- that contains more and stronger strength than labels of great beer prefer -- found only in Blatz Old Heidelberg -- the only beer that is Brew-Dated -- the only beer that tells you the exact day it was brewed.
Brew-Dated Beer, up Blatz, leads to the original Brew-Dated Beer -- Blatz Old Heidelberg.
Distinguished's First Name Here
Place Number -- Street Address
Phone of City

Dated Beer

New Blatz Campaign Points to Exact Date of Brewing on Neckband Label of Every Bottle

GOVERNMENT figures show that as of March 1, 1934, brewers had 5,218,249 barrels of beer on hand. For the industry at large this represents an average stock equal to 2.75 times February sales. On the same basis the stock of the Blatz Brewing Company was 5.70 times February sales. And thereby hangs a tale.

The heavy Blatz supply is har-binger of an outstanding beer merchandising development. This company is now engaged in taking suitable steps to inform the consuming public, as well as the trade, of the advent of Dated Beer.

On the neckband label of every bottle of Blatz Old Heidelberg beer appears the date—year, month and day—when the contents were brewed. The company commends the move as "the greatest advancement in the brewing industry in twenty years."

Brew-dated beer is something of an innovation in the dated idea as

it has been applied to other products, in that it refers to antiquity, rather than freshness. The purpose of the dating is to present evidence that the product has been aged to the point requisite to proper flavor, body and digestibility.

The potential market for beer, in the analysis of this brewing organization, is divided into two rather clearly defined classifications. One group of buyers is made up of those people who will probably always be satisfied with any beer, just so it foams. To these price is and will continue to be the main buying incentive. The second group consists of those to whom flavor is pre-eminent and who, within reason, will pay the necessary price for a quality product. With the dissipation of the sellers' market that characterized the first sudsy inundation of last year and with increased discrimination on the part of the younger generation, this latter classification

In 1934, as in 1923 to 1933 . .

**This
Advertising Agency
Maintains Its
Significant
Record**

*. . . With 167% Increase
In Dollar-Volume Since
The Start of the Depression*

It is not nearly so difficult to *strike* a pace—as it is to *maintain* and *accelerate* it, month in and month out, over a period of years. For *consistency* of performance is, after all, the most rigorous of tests.

In this connection, we believe that there is unusual significance in the fact that the dollar-volume of advertising placed by Blackett-Sample-Hummert, Inc., has steadily increased since the founding of the agency in 1923. And in the fact that this increase amounts to 167% during the years 1930 to 1934.

True, we have been extremely fortunate in the calibre of the clients who have appointed us to serve them. For, without sound business judgment and expert management—without

CHICAGO: 221 NORTH LASALLE STREET

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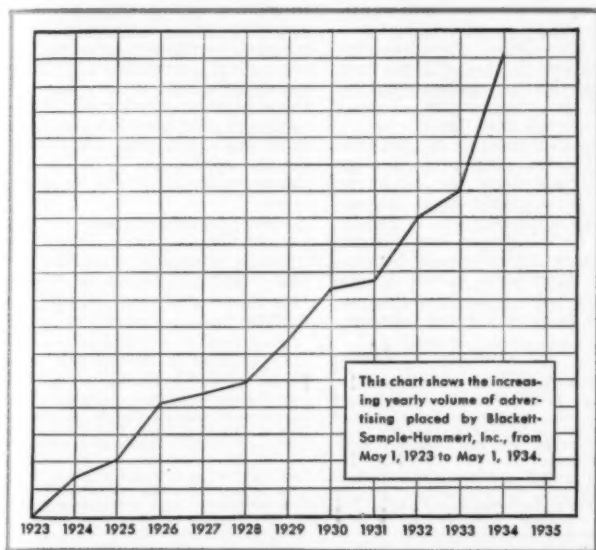
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aggressive sales organizations in its clients' front line trenches—even the most resourceful advertising agency can hope to accomplish but little.

All this we realize keenly. But since the appointment of an advertising agency comes under the head of "business judgment"—and since only manufacturers who are *making* money today are *investing* it in advertising on any appreciable scale—we believe that the consistently increasing dollar-volume of advertising placed by Blackett-Sample-Hummert, Inc., constitutes an endorsement of the most conclusive character.

Money always talks—in good times or bad. But what it says has never been more significant than it is in times like these.



NOTE: At the present writing, Blackett-Sample-Hummert, Inc., is placing a greater number of radio network programs than any other advertising agency.

BLACKETT-SAMPLE-HUMMERT, INC.

CHICAGO

NEW YORK

FOUNDED MAY THE FIRST, NINETEEN HUNDRED AND TWENTY-THREE

NEW YORK: 230 PARK AVENUE

has grown in importance. The company believes it represents now well over 50 per cent of the total.

It is also the company's finding that proper aging is a factor of considerable importance to the second group, given emphasis by the fact that, for human and other reasons, quite a bit of last year's total beer crop was not possessed of any considerable past. Or, to put it somewhat bluntly, there was a lot of green beer on the market.

The brew-dated plan is designed to offer specific, immediately acceptable proof that Old Heidelberg is actually, as the advertising has noted for the last year, "fully-aged." The company's advertising program this year will place its entire emphasis on the fact that the beer label carries this evidence, plus, of course, an interpretation of what the aging means in flavor.

After distributors had been cautioned, several months ago, to clear their present stocks, the first of the dated beer quietly made its appearance on March 20. A presentation book had been sent to every distributor (the company has national distribution except in the extreme East) and a broadside was mailed to every licensed sales out-

let of bottled and draught beer in each distributor's territory. But nothing was said to the consuming public at that time, pending completion of dealer stocks.

The first consumer promotion began two weeks ago in the Southwest. The activity will be extended into other areas as fast as a traveling crew from headquarters completes its preliminary merchandising work in each of the territories.

Newspapers, outdoor advertising and radio—including musical programs and spot announcements, are being used to reach the consumer. In addition to this, signs and window streamers are furnished dealers and distributors are provided with large rotogravure mailing pieces to be sent to the consumer trade in their territories. These media are correlated in an intensive thirty-day drive, after which additional advertising to fit the need of the respective areas will be undertaken.

From the early stages of the introduction of brew-dated beer there is strong indication that the idea is taking. Results to date, in fact, have been beyond original expectations.

Boone with Mills

George I. Boone has been appointed general sales manager of the ice cream freezer division of the Mills Novelty Company, Chicago. He was associated with the Hussman-Ligonier Company, St. Louis, for eight years as sales manager, and was recently sales manager of the Zero Plate Corporation, Chicago. The Mills Company is introducing a new low-priced freezer for use in retail stores. A promotion campaign of this unit is now under way.

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Doubles Appropriation

The advertising budget for 1934 of B. F. Perkins & Son, Inc., Holyoke, Mass., textile and paper machinery, will be doubled. Textile and paper journals will be used. John W. Odlin Company, Inc., Worcester, Mass., is handling the account.

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Plymouth Appoints Eddins

D. S. Eddins has been appointed vice-president and general manager of the Plymouth Motor Corporation, Detroit. He has been with the Chrysler Corporation in an executive capacity.

Death of F. G. Mulker

Frederick G. Mulker, assistant superintendent of mails in charge of classification at the New York Post Office, died last week at Kew Gardens, N. Y. He was in his sixty-ninth year. Mr. Mulker had been in the service for almost forty-nine years. He was promoted to his last position in 1898 and was an expert on classification of all mail matter. He came in frequent contact with publications in his work of passing on all applications for second-class mail in the New York Post Office.

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Walz Joins Kings Brewery

Charles A. Walz has been appointed sales manager of Kings Brewery, Inc., Brooklyn, N. Y. Recently he was with the Liebmann Breweries in a similar capacity and previously he was with the Hoffman Beverage Company.

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New Diesel Journal

Diesel Power, New York, has started *Diesel Transportation*, dealing with the use of Diesel engines in locomotives, rail cars, etc., as a supplement which it is later planned to make into a separate publication.

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A.N.P.A. Asks Copeland Bill Revisions

Convention Re-elects Howard Davis President

THE American Newspaper Publishers Association wants the Copeland Bill revised so as to provide for an Administrative Board of Review. This was made known at the closing session of its convention in New York last week when the association went on record as favoring "constructive revision" of the food and drug act.

The resolution recommends that a board be appointed by the President. This board would function as a court, to which an advertiser could turn for appeal from a decision that he has violated the act. The provision takes the form of an amendment to Section 15 of the Copeland Bill and reads as follows:

"There shall be appointed by the President an administrative board of review with power of administrative review as prescribed by the President, to which an advertiser may appeal from an administrative decision that he has violated the act when the advertiser believes such decision to be without legal sanction, before being compelled to face a criminal prosecution upon the basis of such doubtful decision."

Proposes New Definition of Advertising

The resolution of which this is a part was introduced by L. B. Palmer, general manager of the association, and followed up an address in which he strongly criticized Tugwell's ideas of legislation. The resolution proposes, among other revisions, an amendment to the bill's definition of advertising and while it discusses the bill in detail the association expresses the belief that the protection of the consuming public would be best served by an amendment to the existing acts of 1906. The resolution follows:

"Whereas, The American News-

paper Publishers Association approves of a constructive revision of the present food and drug act to strengthen its protection to the consumer public, but records its belief that the proper method of handling this objective would be by amendment to the existing pure food and drug act of 1906; and

"Whereas, industries most vitally affected by the drastic legislation proposed in Senate bills Nos. 1044 and 2000, having submitted amendments to the present proposed Senate bill No. 2800, be it

"Resolved, that the American Newspaper Publishers Association, in convention assembled, hereby goes on record as indorsing the following proposed amendments to Senate bill No. 2800:

"Definition of Advertising: Section 2 (j), page 3, lines 16-18: revise this paragraph to read (the amendment is in bold face):

"The term 'advertisement' includes all advertisements and all representations of fact and opinion therein or commercially disseminated in any manner or by any means other than by the labeling.

"Definition of False Advertising: Section 9 (a), pages 15-16: add at the end, in line 2 of page 16, the following new sentences:

'No representation concerning any value or effect of a food or cosmetic shall be deemed to be false under this paragraph if such representation is supported by substantial scientific opinion or by demonstrable scientific facts. This paragraph shall not be construed or applied to prohibit harmless trade claims.'

and be it

"Further resolved that the American Newspaper Publishers Association approved an amendment to Section 15, pages 22-24, by inclusion of a new paragraph in substance as follows:

1,996,255

Canadians

in the

MONTREAL Market District

A close study of the Montreal Market District will well pay any manufacturer. There are opportunities for business that the average merchandiser has not plumbed. In size and potential buying power it is unique in Canada!



Intelligent sales effort and organization backed by adequate advertising will make this French Reading market yours!

This is a market with a necessary advertising age in the media that these people!

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5 A Market that is 72.8% French

*1,454,380 French people only reached
effectively through their own language.*

Metropolitan Area has the **SECOND** largest **FRENCH** speaking population in the World—surpassed only by **PARIS!** nearby cities, industrial towns and rural areas are even **more FRENCH SPEAKING** in proportion to population.

POPOLITAN AREA 1,018,124 DISTRICT CITIES - 229,453
(Greater Montreal)

90% are FRENCH 90.5% are FRENCH

INDUSTRIAL TOWNS 109,812 RURAL DISTRICTS - 638,866

8% are FRENCH 85.5% are FRENCH

Secure from the Montreal Market District a full quota of sales, careful study to the field from the standpoint of population up, distribution channels, buying habits and trends. Co-ordinate and advertising plans to fit the needs of the field. The importance of market well WARRANTS this special examination and attention.

These facts presented here have been compiled from Government statistics of the Montreal La Presse, in the interest of manufacturers and who desire to develop trade possibilities in this French speaking and marketing market. For information on marketing conditions in the Montreal Market District, address:—
Sales Manager, La Presse, Montreal
(La Presse's French National Newspaper) or

William J. Morton Co.

New York Office: 200 Fifth Ave.

Chicago Office: 410 N. Michigan Ave.



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IN C LANGUAGE. HOW ABOUT THE OTHER ?

"Administrative Board of Review:

"There shall be appointed by the President an administrative board of review with power of administrative review as prescribed by the President, to which an advertiser may appeal from an administrative decision that he has violated the act when the advertiser believes such decision to be without legal sanction, before being compelled to face a criminal prosecution upon the basis of such doubtful decision."

These amendments, with some slight changes in text are similar to revisions proposed by the food and drug industries through the Associated Grocery Manufacturers and like organizations.

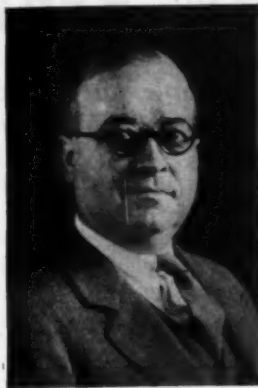
In another resolution the A.N.P.A. strongly criticized the endeavors of the Post Office Department to determine what is advertising and what is non-advertising material. The association's postal committee is directed to take up with the Postmaster General the matter of finding a solution. If a satisfactory solution isn't forthcoming Congress is to be asked "to clarify the postal statutes in such a way that no Governmental agency can construe them as giving it the right to classify for its purposes in an arbitrary or capricious manner any matter appearing in newspapers."

A 3-cent piece will be put into circulation if the association is successful in getting the Government to act upon its request. Victor Polachek, of the Hearst Newspapers, who sponsored a coin resolution, stressed the need of an intermediate coin between the penny and the nickel which would facilitate retail transactions.

The association was outspoken in

its declaration that there is a newsprint monopoly in effect. A resolution directs the officers of the association to fight any attempt to operate the newsprint industry through any combination of producers whether such operation is carried on through the instrumentality of an NRA code or not.

Colonel Robert R. McCormick, of the *Chicago Tribune*, who stressed the "national emergency" which faced the press in its battle to have the NRA code free from any restriction on "freedom of the press," sponsored a resolution which endorsed the efforts put forth by the publishers—efforts which were severely criticized in some quarters at the time.



Howard Davis
Re-elected President A.N.P.A.

The convention was one of the largest in the history of the A.N.P.A. The banquet of the Bureau of Advertising with Mrs. Roosevelt, Mayor LaGuardia and Professor William Lyon Phelps as guest speakers, was a sell-out. Also for the first time in years, wine and champagne glasses graced the tables, causing many to remark on how times have changed.

These banquets always are an outstanding event of the year which brings together representatives from all branches of advertising. Edwin S. Friendly, business manager of the *New York Sun* was chairman, and James G. Stahlman, Nashville *Banner*, was toastmaster.

Mrs. Roosevelt pointed out to publishers that the interests of modern women had so extended themselves as to impress her with the desirability of cautioning publishers to take greater notice of these in the editing of their papers. A woman's page, in her opinion, is not sufficient to cater to the broader feminine interests in eco-

May 3

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In preparing the notes for her address, Mrs. Roosevelt had an analysis made of her voluminous correspondence as evidence of some of the things which women are thinking about. The list includes home owner's loans, farm loans, old-age pensions, the tariff, foreign trade, war, labor problems and economic conditions. With such questions dominating the feminine mind, Mrs. Roosevelt made the observation that "there may have been a time when women read only the woman's page, but if there was, it is fast passing away. The day is gone when women were interested only in the things immediately around them."

Howard Davis, business manager of the New York *Herald Tribune*, who is chairman of the Newspaper

Code Authority, was elected to serve a third term as president of the association. His services were specially commended, the association presenting him with a clock as a token of its appreciation.

J. D. Barnum, publisher of the Syracuse *Post-Standard*, was elected a vice-president. Norman Chandler, of the Los Angeles *Times*, was elected a director to succeed his father, Harry Chandler. W. G. Chandler, of the Scripps-Howard Newspapers, who had been a vice-president, was elected to the directorate.

E. H. Butler, of the Buffalo *News*, John S. Parks, Fort Smith, Ark., *Times-Record*, Charles A. Webb, Asheville, N. C., *Citizen-Times*, and S. R. Winch, Portland, Oreg., *Journal*, were re-elected as directors.

Bureau of Advertising Elects

WITH the exception of the election of Norman Chandler to succeed his father, Harry Chandler, of the Los Angeles *Times*, as a committee member, the committee in charge of the Bureau of Advertising of the American Newspaper Publishers Association is the same as last year.

Edwin S. Friendly, New York *Sun*, again will serve as chairman and W. E. Macfarlane, Chicago *Tribune*, as vice-chairman.

Continuing on the committee are: George J. Auer, New York *Herald Tribune*; Frank H. Burgess, La Crosse *Tribune*; William G. Chandler, Scripps-Howard Newspapers; Frank G. Huntress, San

Antonio *Express and News*; F. I. Ker, Hamilton *Spectator*; Colonel Frank Knox, Chicago *Daily News*; Roy D. Moore, Canton *Repository*; Fleming Newbold, Washington *Star*; David B. Plum, Troy *Record*; William F. Rogers, Boston *Transcript*; Fred Schiplin, St. Cloud *Times-Journal*; S. E. Thomson, Tampa *Tribune*; James G. Stahlman, Nashville *Banner*; Frank E. Tripp, Gannett Newspapers, and Louis Wiley, New York *Times*.

Advisory members are George A. Riley, representing the Six Point League of New York, and Elmer C. De Clerque, representing the Newspaper Representatives Association of Chicago.

Joins Keelor & Stites

Burton Schellenbach, who has been operating a retail service agency in Cincinnati, has joined The Keelor & Stites Company, advertising agency of that city. He will be account executive and assistant radio director.

Jamieson with Jewel Food Chain

W. S. Jamieson, former sales manager of the Educator Biscuit Company, Chicago, has been appointed merchandise manager of Jewel Food Stores, of that city, affiliate of the Jewel Tea Company.

Sprott Heads Trade Group

J. S. Sprott, vice-president and general manager of the Globe-Wernicke Company, Cincinnati, has been elected president of the National Association of Manufacturers of Wood Office Desks and Tables.

Gets Leather Account

The Onondaga Hide & Leather Company, Inc., Syracuse, N. Y., Walk-Eze stocking protectors, has appointed Moser & Cotins, Inc., Utica, N. Y., to handle its advertising. Magazines will be used.



APRIL GAINS

The April 1934 issue of the Dry Goods Economist is the biggest one in 20 months.

Over 43% gain in advertising volume.

Over 100% gain in signed business.

Over 400% gain in new subscribers beginning with this issue.

DRY GOODS ECONOMIST

Published by Textile Publishing Co.

239 West 39th St. New York

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April issue
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OUR GAINS

Unbiased surveys, investigations, questionnaires, direct results, reader acceptance, confidence, readability, appearance and more —

All show startling gains on the part of Dry Goods Economist.

Over 300% as much signed business to date this year as a year ago is ample and tangible proof enough of the above statement.

But, 31 new advertisers have started in Dry Goods Economist this year.

And 179% as many new merchants entered subscriptions this year as during the first three months of 1933.

Department and dry goods stores have become not only the key, but the dominating factor in distribution.

Manufacturers never before seeking this outlet now recognize its unlimited possibilities for them.

The Dry Goods Economist is today and always has been the leader, the director, the inspiration in department store thinking.

Let us tell you how to tie in your merchandise story with this thinking.

MERCHANDISE MANAGER SOLD TO DRY GOODS ECONOMIST

Merchandise Manager, a monthly publication for department store executives, has been sold to Dry Goods Economist. Its publication ceases with the April issue.

Merchandise Manager was founded about three years ago, operated on a free circulation basis, and enjoyed favorable acceptance.

Certain of its features will be continued in Dry Goods Economist where executive and management problems have always been treated as major subjects with generous space.

DRY GOODS ECONOMIST

WILLIAM C. HASTINGS, President
New York City

NRA Label Regulations

REGULATIONS have been submitted by the NRA governing the use of labels in those industries which plan to defray the cost of code administration by the sale of labels. It is hoped that these regulations will be incorporated in the codes of such industries.

Labels would be issued only by the code authorities of the respective industries. Application for labels would have to be accompanied by a statement of code compliance.

Cost would be "not more than

an amount necessary to cover the actual reasonable cost thereof, including actual printing, distribution and administration and supervision of the use thereof."

Each code authority would be called upon to submit to the NRA, for approval, the method of fixing label charges, and information in detail as to the approximate number of units of product sold in the industry the previous year and an estimate of the number of units to be sold in the year covered by the plan.

Copeland Bill Memo

THE cosmetic industry, through representative trade associations, has sent to all members of Congress a memorandum on certain changes which it desires to see made in the Copeland Bill. The signers record themselves as in favor of regulatory legislation "if properly framed" so as not to work unfair hardships on legitimate manufacturers.

Particular exception is taken to the provision defining adulterated cosmetics. It is recommended that this section be changed to read "A cosmetic shall be deemed adul-

terated if it is dangerous to health under the conditions of use prescribed in the labeling thereof, or if no conditions of use are thus prescribed, then under such conditions of use as are customary or usual."

Recommendation also is made that the Committee of Public Health, to be set up by the bill, specify inclusion of representatives of the industry, and that enforcement of the bill be placed under the Department of Commerce instead of the Department of Agriculture.

Death of Arthur Woodward

Arthur Woodward, president of A-W Advertising, Inc., New York, plunged to death from his twelfth-floor apartment on April 30. He had suffered a stroke the day previously. He is survived by his widow Alma Woodward and a son, Bliss Woodward, both of whom were associated with him in the agency. Mr. Woodward, who was in his fifty-eighth year, had been active in the advertising business in New York for more than twenty years and, previous to that time, operated his own printing plant.

McMath with Vick

Kenneth R. McMath, until recently an account executive with Cowan & Dengler, Inc., is now with the New York advertising staff of the Vick Chemical Company. He was formerly copy chief of Nelson Chesman & Company, St. Louis.

Robbins-Hamilton, New Business

Alfred Robbins and B. J. Hamilton have organized the Robbins-Hamilton Company, with offices at 33 West 42nd Street, which will be operated as a sales promotion and advertising specialty service. Mr. Robbins has been head of his own business. For the last ten years Mr. Hamilton has been a sales executive in the advertising specialty field.

Frost with General Gravure

Elbert W. Frost, recently head of the Hy-Lite Studios and formerly with the Art Gravure Corporation, has joined the sales staff of General Gravure, Inc., New York.

Joins Breese-Waetjen

John Nixon, previously with the H. E. Lesan Company, has been appointed manager of the St. Louis office of Breese-Waetjen, Inc., New York agency.

Favors Price-Fixing

Durable Goods Industries Committee Makes Report to General Johnson

ABOUT two months ago General Hugh S. Johnson, National Recovery Administrator, appointed a Durable Goods Industries Committee to study and report on important aspects of future NRA policy. The report of this committee has been placed before Administrator Johnson. It contains five major recommendations, including one which endorses the principle of limited price-fixing adapted to the individual needs of an industry.

"Whatever the merits of unrestricted competition may be under ordinary circumstances," the committee stated, "experience has shown that some degree of price stabilization in many industries is necessary in an emergency such as the present if wages are to be maintained at a decent level. The form which price stabilization should take, and its extent, however, depend entirely upon the individual characteristics of each industry. No uniform rule can be prescribed which will be effective for all. The most generally recognized method of preventing socially undesirable price cutting is to prohibit sales below cost. This is not, under all circumstances, a complete or appropriate remedy.

"The use of any pricing method should be permitted when desired by an industry, and where it results in any form of price stabilization or control when sanctioned by the Administrator."

The committee did not endorse nor condemn any particular method of price stabilization or price-fixing. It stated that:

"No one method will satisfy the requirements of all situations, but each industry should be permitted to adopt, develop and use the method best adapted, in its judgment, to its own requirements. However, any pricing method which may raise the price level above that created by free and

open competition should be permitted only after full consideration of all the factors involved and with the approval and under the general direction of the NRA.

"In order that there may be the required flexibility in the administration of any system of price stabilization, broad discretionary powers should be lodged in code authorities. Government representation on code authorities, adequate statistical reports, the right of appeal, and effective machinery within the NRA for the enforcement of code provisions should be sufficient check upon codified industry to prevent destructive competition on the one hand with its harmful effect upon the wage level, or undue price rise on the other hand with its burden to the consumer."

The other major conclusions of the committee were:

"1. That the Wagner Bill would actually encourage labor trouble.

"2. That a general increase in wages and decrease in hours of work would retard recovery.

"3. That the number of employees added and wage increases have been 'substantially in excess' of the sales trend.

"4. That code authorities should be authorized to handle compliance problems to the greatest degree possible."

The report further states:

"It is the committee's firm belief that in the durable goods industries, where purchases can be postponed indefinitely, further increases in costs and resultant increased selling prices would tend to reduce the volume of sales and employment.

"In the opinion of the committee no attempt should be made to effect blanket increases in wages or reduction in code hours by Executive order."

The chairman of the committee was George H. Houston, president of the Baldwin Locomotive Works.

vital

Questions for Advertisers

Hypothetical question: Supposing that advertising men were required to pass State examinations and be licensed to practice—what kind of questions would there be on such examinations? Aesop Glim, the old advertising fundamentalist, suggests some questions herewith. He also shows how he would answer these questions.

You are urgently invited to send in contributions, criticisms and suggestions. Send in your own pet questions and answers—or simply questions—on any department of advertising practice which might logically be covered by the hypothesis above. Address your communication to: Aesop Glim, care PRINTERS' INK, 185 Madison Avenue, New York.

By Aesop Glim

I—QUESTIONS

1. What is the primary function of the headline?
2. To whom is the headline addressed?
3. What do you think of questions as headlines?
4. What do you think of one-word headlines?
5. Do proverbs and familiar sayings make good headlines?

I—ANSWERS

1. The primary function of the headline is to *stop* (arrest the attention of) those who are prospects for what you are advertising—and make them read the first paragraph of the text. . . . If the headline fails in either part of this job, the whole advertisement fails.

2. The headline is addressed to all those who are prospects for the goods or service advertised—and to no others.

Housekeepers are the primary prospects for food products—in that they most often make the actual purchase. However, some man in the household may make a suggestion, such as, "Let's try this new cream of mushroom soup!" Wherefore, the headline in such a case may well widen its appeal to include both men and women as prospects.

On the other hand, men usually know and care little about cosmet-

ics and feminine toilet articles. Such headlines should limit their appeal to women only.

The principle at stake is that the more homogeneous your audience, the more accurate your appeal can be. In other words, you start that much nearer your prospects' immediate interests.

Don't exclude any real prospects. But also, don't try to tell the whole world, if only a part are prospects. Tell that part, in their own particular language.

3. There have undoubtedly been hundreds of effective headlines in question form. Rhetorical questions on pertinent topics—questions to which there is only one possible answer—are often effective *stoppers*.

But as a general rule, true questions make dangerous headlines. There is too much smart-aleck in all of us. The immediate impulse is to try to think up a facetious answer. And this very effort on the part of the reader lessens the chances of his reading the text. Having thought up his own answer to your question, he's less apt to linger long enough to learn your answer to your question.

4. It is the opinion of Old Aesop Glim that good *one-word* headlines happen once in a thousand times, maybe. It is, further, his opinion



GREAT BRITAIN'S LEADING DAILY

An enormous volume of sales awaits the advertiser entering the compact, prosperous British Market. There is one medium which, above all others, must be used. Reaching more than two million and thirty thousand

families every day, the Daily Herald provides the greatest single selling force of all daily newspapers in the world.

DAILY HERALD

WORLD'S LARGEST DAILY NET SALE

Arthur Phillips, Advertisement Director, The Daily Herald, 67, Long Acre, London, W.C.2.

that "one-word headlines" can almost always be improved by the addition of several words.

Co-ordination, Strength, Leadership—every beginner sooner or later "discovers" these grand old abstracts and falls in love with them. But one of the great headlines of all times was, "The Penalty of Leadership."

Fire, Murder, Police—such words are of vital appeal. But if it's Fire—what kind of Fire and what is it doing? Why not—"Fire threatens your children today?"

As a principle, I'd say that a one-word headline on an all-type advertisement would rarely be strong enough.

Tied up with an arresting illustration—where the one word foils or explains the picture—that could be something else again!

5. There was a Listerine headline—"Often a bridesmaid, never a bride." It fits perfectly the answers to questions 1 and 2, above. And the transition into the use of Listerine is both quick and accurate.

New twists or new applications

Death of C. H. Fentress

Charles H. Fentress, former business manager of the *Cleveland Press*, died last week at Richmond, Va. In 1919 he became a member of Fentress & Marsh, which owned several Texas newspapers. He was sixty-seven years old and had retired from his Texas publishing activities.

Studebaker Appointment

C. S. Fletcher has been appointed sales manager of the Studebaker Corporation of Canada, Ltd., and the Pierce-Arrow Company of Canada, Ltd. He has been with Studebaker for thirteen years.

Conine Adds Another Paper

The Hancock, Mich., *Evening Copper Journal* has been sold to the Conine Publishing Company, which operates newspapers in a number of Michigan cities.

Has Film Account

Van Auken-Ragland, Inc., Chicago agency, has been appointed to handle the account of Atlas Educational Films, Inc., Oak Park, Ill.

of proverbs and familiar sayings have much to recommend them. But their use demands careful checking—to be sure they ring true in their new dress.

If Little Jack Horner sticks in his thumb and pulls out something new, but good to eat—fine!

If he pulls out something to wear—silly! And if he pulls out some wholly utilitarian piece of hardware—resentment!

• • •

(Next week Aesop Glim will answer five more questions. For the benefit of those readers who would like to test their definitions against his, the questions follow.)

II—QUESTIONS

6. What is meant by "working from the known to the unknown"?

7. Are there any good exceptions to this principle?

8. How long should a headline be?

9. What is meant by "breaking for sense"?

10. Have you any special rules of typography for headlines?

With Detroit Bank

Kenneth M. Burns, for five years executive manager of the Michigan Bankers Association, has been appointed assistant to the president of the Detroit Savings Bank. He will be in charge of advertising and business extension.

Joins Detroit Firm

M. L. Page, for nine years in charge of the research-service division of the Direct Mail Advertising Association and for the last year its assistant treasurer, has resigned to return to Detroit to join the Advertising Letter Service, Inc.

Death of D. L. Luke

David Lincoln Luke, president of the West Virginia Pulp & Paper Company, died at New York last week, aged sixty-nine. Death was due to a heart attack.

Heads Elks Committee

John H. Hamilton, advertising manager of *The Elks Magazine*, New York, has been appointed chairman of the publicity committee of the New York State Elks Association.

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Chain-Store Sales for March

Company	March 1934	March 1933	% Chge.	3 Months 1934	3 Months 1933	% Chge.
Gt. At. & Pac (a)	\$81,292,409	\$74,979,542	+ 8.4	\$205,486,737	\$193,326,825	+ 6.3
F. W. Woolworth...	24,035,104	17,509,833	+37.2	60,032,926	49,599,511	+21.0
*Sears Roebuck (b)	22,362,353	14,215,630	+57.3	42,758,248	30,042,477	+42.3
*Mont. Ward (c)	18,312,477	11,263,374	+62.6	33,734,370	21,395,265	+57.7
Safeway (d)	17,810,088	15,885,573	+12.1	51,804,963	46,257,286	+12.0
Kroger G. & B. (d)	17,375,396	15,231,342	+14.0	49,468,734	44,704,154	+11.0
J. C. Penney.....	16,496,808	10,234,073	+61.2	40,678,941	27,378,523	+48.5
S. S. Kresge.....	12,320,724	8,491,512	+45.1	29,942,600	24,251,769	+23.4
First National (e)	10,596,518	9,354,391	+13.3	105,812,687	100,889,804	+ 4.9
American Stores (f)	9,234,926	8,446,763	+ 9.3	28,912,226	27,029,143	+ 6.9
W. T. Grant.....	6,773,950	5,136,563	+31.8	16,156,120	13,901,485	+16.2
S. H. Kress.....	6,330,794	4,086,768	+54.9	16,520,786	11,895,553	+38.9
Walgreen	4,617,780	3,412,705	+35.3	13,000,999	10,326,041	+25.9
J. J. Newberry....	3,329,153	2,117,309	+57.2	7,983,741	5,976,655	+33.5
Melville Shoe (g)	2,720,111	1,945,178	+39.8	6,879,613	5,033,338	+36.6
G. C. Murphy....	2,246,133	1,313,762	+70.9	5,385,070	3,666,327	+46.8
Grand Union (h)..	2,122,297	1,894,121	+12.0	6,729,094	6,233,278	+ 7.9
Interstate Dept. (i)	1,837,293	1,127,857	+62.9	2,952,067	2,030,610	+45.4
Neisner Bros.	1,562,676	924,976	+68.9	3,536,173	2,549,743	+38.6
Dominion Stores (j)	1,528,273	1,555,614	- 1.7	4,382,421	4,455,518	- 1.6
Peoples Drug	1,450,923	1,268,006	+14.4	4,023,175	3,763,897	+ 6.8
Lane Bryant	1,321,892	836,810	+57.9	3,047,429	2,311,335	+31.8
Schiff Co. (k)...	1,143,912	664,336	+72.2	2,145,576	1,463,681	+46.5
West. Auto Supply	1,114,000	670,000	+66.3	2,866,000	1,989,000	+44.1
M. H. Fishman...	226,565	126,196	+79.5	542,554	351,372	+54.4

*Includes both chain and mail-order sales.

(a)—5 wks. and period ended Mar. 31.	(g)—4 and 16 wks. ended April 14.
(b)—4 and 8 wks. ended Mar. 26.	(h)—4 and 13 wks. ended Mar. 31.
(c)—For March and 2 mos..	(i)—March and 2 mos.
(d)—4 and 12 wks. ended Mar. 24.	(j)—4 and 12 wks. ended Mar. 24.
(e)—5 and 52 wks. ended Mar. 31.	(k)—5 and 13 wks. ended Mar. 31.
(f)—4 wks. and 3 mos. ended Mar. 31.	

Number of Stores in Operation

END OF MARCH		END OF MARCH	
1934	1933	1934	1933
Kroger	4,362	Melville Shoe	552
Safeway	3,319	W. T. Grant.....	457
J. C. Penney.....	1,466	S. H. Kress.....	230
S. S. Kresge.....	723	G. C. Murphy.....	180
Walgreen	470	Peoples Drug	113
Neisner Bros.	79		116
			80

The Great Atlantic & Pacific Tea Company reports March sales expressed in tons were estimated as 477,825 this year, compared with 495,208 in March, 1933. This is a decrease in quantity merchandise sold of 17,383 tons, or 3.51 per cent. Average weekly sales in March were \$16,258,482, compared with \$14,995,908 in 1933, an increase of \$1,262,574. Average weekly tonnage sales were 95,565, compared with 99,042 in March, 1933, a decrease of 3,477 tons.

Plain Words to Plain Folks

(Continued from page 8)

—"What's happened to your memory? You don't think as well as you used to. Why don't you speak to Peter Davis? Don't you remember him?" Whereupon the old sea captain, goaded beyond endurance, said, "Do I remember that man? You ask me do I know that man? I ate that man's uncle."

That, it seems to me, is somewhat the course of events which leads an otherwise respectable manufacturer to dash into print and go a step further than his competitor did.

The actually crooked advertisers—those who lie by design and who sell products not worthy of the price asked for them, sometimes actually injurious to the buyer—should have their heads cracked. There are laws in many States under which any individual can bring a charge of false advertising. District attorneys can be made to proceed against them and have been made to proceed by Better Business Bureaus. If his offense is actually in the misdemeanor class, Bureaus in no less than twenty-five States where the PRINTERS' INK Model Statute is enforced, can drag him into court and have him fined.

Stupidity Rather than Criminality

But the real trouble is not being done so much by the actual malefactors who should be jailed, as by people who are not wicked, but merely stupid. They are not criminal in a strictly legal sense; they simply beat on drums, turn hand-springs, use copy in bad taste, lie, brag and, in general, act in a foolish and ridiculous manner.

Building permanent good-will is the object of all advertising. Stockholders expect their company's advertising will be used for that purpose. If pending legislation, such as the Copeland Bill, should be enacted, many abuses would be remedied but only a small portion

of them at that. It is going to take a realization of their own stupidity on the part of some advertisers, whether their stupidity is pointed out to them by stockholders or the general public, to cure a situation which law itself cannot cure.

A few advertisers, publishers and agents justify copy in bad taste, copy which exaggerates and other flagrant abuses under the rationalization that it produces quick cash results. Many of them will find out soon enough that to watch the dollar just before the nose, to push aside as poppycock the thought that business has any social obligations, will in the long run lead to their displacement by more sensible advertisers, publishers and agents who have the nerve to look a little bit further ahead.

What Consumers Think

In the meantime the revolt among consumers concerning the bad taste, the exaggeration and other foolish moves of some advertisers seems to presume that there is great wickedness on the part of those who advertise in a foolish way. It isn't nearly so wicked as it is stupid. There has been talk among women's clubs and other groups of women that they would stop buying all products which were advertised in a way which the women disliked.

The only trouble is that when sales drop off, the manufacturer very often doesn't know whether styles have changed, whether people are buying a competing product or what the exact reason is. Instead of punishing an advertiser as wicked when he is merely stupid, wouldn't it be far more sensible for women to make constructive suggestions for those products which they like and which they consider stupidly advertised?

All sorts of plans have been suggested by the informed and the uninformed as ways of doing

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Write for THIS BOOKLET



UNTIL you return the coupon for your copy of *The Hastings Gold Book*, itself a convincing example of the use of genuine Hastings Gold Leaf in printed salesmanship, you may be blithely unconscious of the many uses to which you may still profitably and legally apply this precious metal. *The Hastings Gold Book* will change all that. It may even (we warn you) make you gold-leaf conscious!

Perhaps you may be thinking of a catalog or a book, or dressing up show windows or store fronts — or going in for outdoor advertising. Perhaps you make belts, hats, luggage, shoes, brief cases, or wallets. You may even make fire engines, pullman cars, truck bodies, radio cabinets, or capitol domes. It doesn't

much matter. Hastings Gold Leaf, 23-karat square since 1820, can be a lasting and inexpensive ally to merchandising or merchandising. It is, quite decidedly, a sign of good advertising.

When you think of gold leaf, think of Hastings. When you buy gold leaf, insist on Hastings XX (Double X) Diamond Brand, 23 karat fine. When you fill in coupons, don't miss this one.

HASTINGS & COMPANY

Established 1820

Philadelphia and Chicago

The return of this coupon, I understand, entitles me to a copy of *The Hastings Gold Book* by return mail.

Name

Address

State

Firm

Mail this coupon to Hastings & Co.,
819 Filbert St., Philadelphia, Penna.

something about the consumer revolt. Everyone admits that the amount of badly objectionable advertising is small. Yet, small as it is, it has been sufficient to hurt belief in all advertising. For many years PRINTERS' INK has worked with the constructive forces in advertising to punish the minority of crooks. Instead of talking, it worked to pass the PRINTERS' INK Model Statute which has stopped or corrected the advertising of thousands of crooks as the Better Business Bureaus can well testify.

Self-regulation of advertising is a great thing. The unfortunate truth is, however, that such a finely representative group as the Advertising Review Committee representing progressive publishers, advertising and agency men, has been able to do very little to improve the advertising copy—to cut out the inferential lies of some advertisers who in their other dealings are perfectly honest and sincere, and good neighbors. They haven't gotten far. Advertisers whose copy was objectionable not only to their competitors but to the publishers objected strenuously to being summoned before an ex-officio tribunal. Honest and interested people in the publishing business, in the advertising agency business and among manufacturers, (I have never believed that there is any such thing as the advertising business, off by itself) have gotten up resolutions, set up their own tribunals but they have seldom reached even first base.

The Attitude of Some Advertisers

Honest and progressive publishers have set up bureaus to test products, to pass on questionable copy. The harsh fact has always been that the offending advertiser, when approached, didn't want to discuss his business, his right to say what he pleased about his product. Sometimes he threatened to go into a totally different medium or to say what he had to say in letters to groups of consumers. An advertiser who wants to be crooked can always publish crooked copy without the co-operation of any-

body. There are scores of cases when a piece of copy, turned down in one medium, appeared in another. When all types of legitimate mediums were closed to the advertiser, he sometimes used the telephone or the United States mail.

The rising consumer revolt against copy in bad taste, copy that lies, advertising which does not play the part of a "good neighbor" is under way. It is recognized by publishers, legitimate advertisers and advertising agencies. Why shouldn't the consumer revolt, justified in many cases, be guided along sensible lines? The agency man who brings a piece of copy to the advertiser has to have it O. K'd. When it finally appears, it arouses resentment in the minds of the local representative of the American Bureau of Home Economics, in the local women's clubs.

Make It a Constructive Revolt

Let the revolt be sane and constructive instead of never again purchasing the product whose advertising has offended. Instead of refusing to buy advertised products because a few have offended, wouldn't it be far more sensible for the individual consumer, for the local women's clubs, for the Elks, for the Lions, to do something like this? Write a simple letter to the advertiser whose company voice, whether printed or spoken, has been offensive and, for instance, say:

"We have bought your product in the past. We like it. We think it is sold at a fair price. But we don't like what you say about it in your advertising. You don't have to exaggerate. We believe in you and what you sell. Cut out the ballyhoo. Cut out the exaggeration. Be yourself. Let your voice in print be as you would be if you came into our town to talk to us as friends and neighbors."

Wouldn't it be good sense for all men engaged in any phase of business in which advertising plays a part to realize that advertising isn't a business, a language or a mode of life set off somewhere all by itself in a separate compart-

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Charles H Sturgis & Albert Fran York.

ment. Men who have done much with advertising have said, "We are not good advertising men because we have only had one job all our lives—the job of selling soft drinks or a washing machine. We realize that advertising is merely the voice of our company in print; that it is a long term, not a short term, investment; that it is an integral part of sales management; that the man who handles the advertising job in his company is brought in touch with every vital phase of the business life of that company—sales promotion, distribution, research and all the rest; that a study of what advertising has accomplished may and often does lead to a new type of selective selling on the part of the company for which he works."

Isn't it time that men in a line of business of which advertising is a part admit that the full, well-rounded function of advertising is partly that of an interpreter of the company to the dealer and the public—and also that of an interpreter of the dealer and the public to his company? The more such a man knows about his business as

a whole, its relation to the dealers and the public, the better he is equipped to do his job. The men who stand high in advertising circles, it seems to me, are men who have this concept of the function of advertising.

The people who buy merchandise don't need a course in how to become consumers—they are ordinary plain folks. They are the neighbors in a new town to which a man or a new product comes. The dealers who handle advertised products are plain folks on Main Street. Advertising saves them time; the branded products in their stores are the ones which make them the profit. They, too, resent stupid ballyhoo. They lose sales when the voice of a company in print or over the air becomes blatant and exaggerated.

If dealers, co-operating with groups of consumers, will make constructive suggestions to a certain minority of stupid advertisers, who are not doing themselves nor their stockholders justice in what they say about their products, some real good will be accomplished.



Hears "Paper Demonstrator"

Haan J. Tyler, formerly of the Macfadden Publications, Inc., has been appointed publisher of *The Paper Demonstrator*, which has opened new offices at 840 North Michigan Avenue, Chicago. Charles E. Vautrain & Associates, Holyoke, Mass., have been appointed New England representatives and George S. Kephart, New York representative.



Death of Richard H. Thomas

Richard H. Thomas, at one time advertising manager of the Richmond, Va., *Times-Dispatch*, died at that city recently. Mr. Thomas, who was sixty years old, was also a former president of the Richmond Advertising Club.



Gets Ginger Ale Account

Canton Beverages, Inc., Canton, Conn., Canton Dry Ginger Ale, has appointed Ingalls-Advertising, Boston, as advertising counsel.



Hartner Makes a Change

Charles Hartner, formerly with Smith, Sturgis & Moore, Inc., is now with Albert Frank-Guenther Law, Inc., New York.

Retains Control of Reo

D. E. Bates was elected president of the Reo Motor Car Company, Lansing, Mich., and R. E. Olds, chairman of the board, at the annual meeting recently in which the present management of the company retained control in face of opposition of an independent stockholders' committee. Mr. Bates, the new president, has been with the company since 1905 and since 1907 has been secretary-treasurer and director.



New A. N. A. Member

The Spool Cotton Company, New York, has been elected to membership in the Association of National Advertisers. Alfred B. Frenning, advertising manager, will be company representative.



Represents Lodi "Sentinel"

The Lodi, Calif., *Sentinel*, now published daily, has appointed M. C. Mogenssen & Company, Inc., as its national advertising representative.



Agency Network Adds Liggett

Carl Liggett, Inc., Cleveland agency, has joined the Allied Service Agencies and will represent that agency network in Cleveland.

PRINTERS' INK

A JOURNAL FOR ADVERTISERS

Founded 1888 by George P. Rowell

John Irving Remer, Editor and President
1908—1933

PRINTERS' INK PUBLISHING CO., INC.
185 MADISON AVENUE, NEW YORK

ROY DICKINSON, President
DOUGLAS TAYLOR, Vice-President
R. W. LAWRENCE, Secretary
DAVID MARCUS, Treasurer

Chicago Office: 6 North Michigan Avenue,
GOVE COMPTON, Manager.

Atlanta Office: 87 Walton Street,
Geo. M. KOHN, Manager.

St. Louis Office: 915 Olive Street,
A. D. McKINNEY, Manager.

Pacific Coast: M. C. MOGENSEN, Manager.
San Francisco, Los Angeles, Seattle, Portland.

Issued Thursdays. Three dollars a year, \$1.50
for six months. Ten cents a copy. Canada
\$4 plus duty \$2.60 a year. Foreign \$5 a year.

Advertising rates: Page, \$135; half page, \$67.50;
quarter page, \$33.75; one-inch minimum, \$10.50;
Classified, 75 cents a line, minimum order \$3.75.

G. A. NICHOLS, Editor
C. B. LARRABEE, Managing Editor
R. W. PALMER, Associate Editor
ANDREW M. HOWE, Associate Editor
BERNARD A. GRIMES, News Editor

H. W. Marks Arthur H. Little
Eldridge Peterson S. E. Leith
Joel Lewis

Chicago: P. H. Erbes, Jr.

London: McDonough Russell

NEW YORK, MAY 3, 1934

Advertising Should Tell

Q. Why is it that the American Home Economics Association and other worthy organizations of women are pressing so hard for Government grading? And why are they so chilly toward advertised products?

A. Because advertising puts most of its emphasis on selling rather than on telling.

Q. As a result of this is not the country suffering from super-salesmanship which produces unintelligent and therefore unsatisfactory buying?

A. It is.

Q. Well, then, why do not advertisers make their advertising informative?

A. Because too much of their thinking seems to be devoted primarily to the quick capture of markets rather than co-operation with the consumer—the kind of co-op-

eration which the consumers are trying to get from the Government.

Q. Is advertising going to continue losing caste with the consumer unless it becomes more informative instead of trying to influence the consumer into buying some specific thing and buying it now?

A. It is.

Customs at State Lines!

Wagon wheels rolled westward, carrying Yankees to the Coast. From the North-Atlantic seaboard, white-winged clipper ships, laden with the products of industrial New England, flew southward to loop a continent and beat their way northward along its western rim to the spar-studded harbors of California. Then railroad steel went shimmering across the midland plains and over the Rockies. And a nation had been welded, physically, into a union that spread from ocean to ocean.

To preserve that union politically, to establish in trial by fire and sword the principle that no part of that union might withdraw, young men died on battlefields and a lanky lawyer from Illinois laid his life upon the sacrificial altar of leadership.

As a union, the republic became a world power. As a nation whose sensitive consciousness of States' rights had been submerged in a higher consciousness of national responsibility, we marshaled our might and entered and came unbroken through a world-wide war that left other nations dismembered.

As a union, we are surviving an economic depression that has disrupted other governments and brought other peoples face to face with the visage of despair.

For it is as a union that we have acquired our strength and attained our position in the world's economic scheme. It is as a union that we have been able so to con-

stitute our industry and our commerce that, to a greater extent than is true of any other nation, we are self-contained.

Our land is vast. Yet so highly developed are our means of communication and transportation that we all are neighbors. To the rest of the world we have said, and proudly: "Our standard of living is a product of our distribution. Our goods are free to move, easily and cheaply, everywhere within our borders."

And now the State of Washington imposes a tax of 15 cents a pound on all butter substitutes sold within the State; and the tax has been upheld by the United States Supreme Court.

Approximately, Washington's tax represents the difference between the selling prices of butter and oleomargarine. Principally, oleomargarine is a product of Illinois and Ohio.

"Presumably," remarks the *Chicago Tribune*, "the Supreme Court—if the law were properly drawn—would sustain a retaliatory tax by Illinois on the products of the Wenatchee Valley."

Meanwhile, Illinois, itself, considers a statute that would impose a tax of 15 cents a thousand cubic feet on "imported" natural gas.

And like proposals pend elsewhere.

Thus the sovereign States, reasserting their sovereignty, scramble into the tariff business!

Thus they bar, as effectively as if they were patrolling their borders with customs guards, the functioning of our vaunted distribution.

Thus they penalize and harass those of our producers—our national advertisers—who, by carrying their products, quickly and inexpensively, to our consumers have contributed mightily to our national comfort and well-being and happiness.

And thus again we see in action the machinations of those of our

business men who are so narrow between the eyes that they seek governmental protection for their interests; and thus we see, also, the works of our incompetent, but hungry, politicians.

Europe scoffs at us today because we hungle Dillinger. Border guards, says the Continental press, would have caught him in a single day. Well, as we balkanize ourselves into little nations, we shall need the guards, all right. And no doubt we'll apprehend, then, our prime public enemy.

But we shall be flaunting, also, the intentions of the founders of our republic and the ideals of its defenders.

Plenty of Glory

General Robert
E. Wood, the
astute and hard-

hitting president of Sears, Roebuck and Company, told an Associated Press reporter in Kansas City the other day that the NRA, being what he termed a social measure, had not the slightest thing to do with the business recovery which is now so plainly under way.

"Recovery began," he said, "with the devaluation of the gold dollar."

Well, what of it?

The big thing to remember now is that recovery is under way. Nothing is to be gained by seeking to place the credit. Any number of persons in and out of the Government will be claiming it anyway.

And, say we, let them claim to their hearts' content. We shall have no objection even if the name-calling Donald R. Richberg, general counsel of the NRA, thinks that his references to the League of Stuffed Shirts, warped minds and sneerers at brains did the good work. And as for General Johnson—who can talk the finest piece of big stick-wielding you ever heard and do less wielding—let him get every bit of glory that he possibly can.

This big accomplishment has

come about through the united effort of any number of people and elements—and the application of more than one principle, economic and otherwise.

Let all who think they are entitled to share in the honor claim all or any part of it. There is plenty of it for all.

What we need now is to go to work—just as General Wood is doing, for instance. We cannot see why he should want to hold a clinic to fix the responsibility for recovery. But he is not allowing this to interfere with the steady march to constantly increasing sales volume which his company is making.

Rexford Tugwell

Rexford G. Tugwell has turned out to be quite a man. He has been that way all along, but people and publications—including, truth to tell, even *PRINTERS' INK*—have been so busy criticizing him that they didn't know about it.

When this journal for advertisers was vigorously and perhaps somewhat impolitely assailing him during the early stages of the fight on the so-called Tugwell Bill (a misnomer, by the way; he didn't write it) we secretly admired his dignified conduct and the propriety of his remarks when, as was seldom, he had something to say in reply. Even at that time we recognized that he knew when to be silent and when to talk.

And now, speaking before the American Society of Newspaper Editors, Dr. Tugwell chooses to come clean and straighten out the record concerning himself. He is not a revolutionist. He is not working for the regimentation of America. He is not trying to bring about a condition of bureaucratic czarism. He is doing his bit for the advancement of the country as a whole.

If Dr. Tugwell does not object to

our talking about him in English not quite so flawless as the kind he uses, we shall here and now say that he has us rather thoroughly sold. He unquestionably merits his present position as head of the Roosevelt brain trust. And brain trusts, it seems, are not so very dangerous after all.

The NRA, in a Bunch

Not at all unmindful of the still-echoing alarms about advertising under the New Deal, the straight-talking Malcolm Muir, president of the McGraw-Hill Publishing Company, Inc., and recently a division administrator of the NRA, stood up before the New York Council of the American Association of Advertising Agencies last week and talked a couple of straight-talk paragraphs.

He said more than two paragraphs; but significant to two big groups of advertisers were these observations of the NRA's effect on advertising.

"First, in the field of industrial advertising we find a large increase in the kind of copy that sells modernization. Manufacturers of production machinery and equipment who have had several years in which to make technological improvements in their products have been quick to realize the sales opportunity that has come to them through the NRA.

"On the other hand, consumption-goods manufacturers who have had the foresight to modernize and increase their production efficiency find that that 'no-selling-below-cost' clause has given them the jump on their lagging competitors, with the result that the modernized plant can meet the additional hours-and-wages costs, meet competitive selling costs, and still have a margin left over with which to enlarge its activities through increased advertising and merchandising efforts."

And Mr. Muir, that—succinctly, clearly, and completely—is that!



58.3% of HIM PLAYS GOLF

—actively plays the "grand old game," too, for 73% of *him belongs to a country club.

He represents the best of America's buying power—the alert, young-minded, golf-playing type. He is keenly interested in new ideas, improved products, specialized services. He wants the better things in life, and pays cash for them.

*He is a Rotarian, and reads *The Rotarian* more absorbingly than any other magazine. Its pages are the "open sesame" to his home and private office.

At \$3.30 per page per thousand there's no better advertising buy for Class Merchandise, Luxury, or Thin Market Product.

Drop a note to *The Rotarian*, 211 W. Wacker Drive, Chicago, and a representative will call, with an interesting—and snappy—story.

More Facts About *The Rotarian's* Readers:

- 80% are smokers—47% smoke pipes and 61% smoke cigarettes.
- 73% bought an average of 15 books each per year.
- 44% have traveled on ocean liners.
- 99% have life insurance, but 38% felt they did not have enough.
- 72% personally own listed stocks and bonds.

85% of Rotary
Clubs in Towns of
25,000 and Less.

The ROTARIAN MAGAZINE

The Little Schoolmaster's Classroom

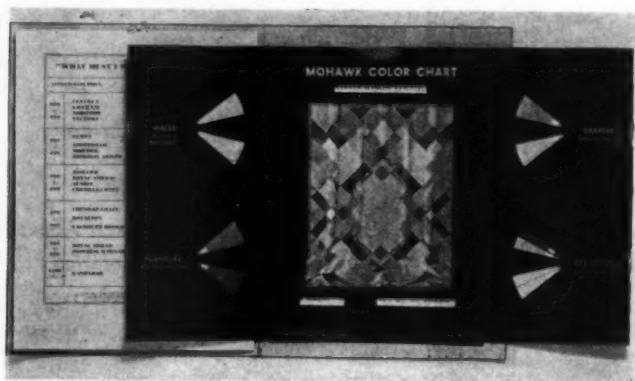
THE Mohawk Carpet Mills are now offering over the radio an unusual type of consumer booklet. It is at one and the same time a guide for decoration, for buying rugs, for taking care of rugs, for understanding the different types of rugs.

Perhaps the most interesting fea-

has two possible color schemes for use with the rug.

There are four color wheels, one each for walls, furniture, draperies, and key accents (lamp shades and accessories).

In a pocket pasted to the front cover are loose-leaf reproductions of a number of the company's rug



ture of this booklet is the Mohawk Color Chart in the back. This chart is arranged with a center panel and two side wings that fall over when the book is closed. The center panel is cut out so that the consumer can insert here a colored illustration of a particular pattern of rug. At the top is a cutout slit through which the name of the rug shows and at the bottom are two slits, one showing the pattern number and the other certain guide numbers that refer to the side wings.

Each side wing has two color wheels that turn about and show various colors through two slits. Thus with every rug the consumer refers to the key number at the bottom of the rug illustration in the center panel and then turns the color wheel in the side panel until the key number shows. There she

patterns. These are inserted in the color chart.

The text part of the book is divided into several sections. One explains the theory of color with several diagrams. Another gives some do's and don'ts of decorating. A third tells how to buy rugs, a fourth how to take care of them. Two other sections deal with the ten different kinds of domestic rugs and what various types should cost.

The Schoolmaster recently attended the showing of an unusual talking picture. The showing took place in the office of *McCall's* in New York.

It marks an interesting development in magazine circulation methods. The picture shows the making of a modern woman's magazine and the value of good pat-

terms in helping the home sewer make her own modern fashionable gowns.

In the first part of the picture the editor of *McCall's* introduced the spectator to the various people who conduct the different departments in the magazine. These people in some cases tell of the importance of their work, in other cases are caught in the act of writing articles which are to be printed later.

One section of the film shows an interesting dramatization of a typical *McCall's* short story.

The latest section of the picture deals with the company's patterns, showing how they are made and how they are used. With this goes a style show featuring new gowns on attractive models.

The picture will be shown in a theater truck specially designed by Henry Dreyfus. This truck, which is now in operation in the South, goes to various cities where it appears under the sponsorship of leading department stores that sell *McCall's* patterns. Tickets are issued and the truck can be moved from neighborhood to neighborhood. Between thirty and forty women can be seated in this rolling theater.

This marks an unusual and new step in circulation promotion methods and the experiment will be watched with a great deal of interest, the Schoolmaster is certain, by publications of many different types. . . .

Most questionnaires are received and handled with mingled and singular emotions. In fact, some of them are just plain boresome . . . so much so that they rarely achieve their objectives.

The Schoolmaster has just been shown a questionnaire which was sent out without any identification of the sponsor except a post office box number. Perhaps this would never have come to the Schoolmaster's attention if the member of the Class, who prepared it, had not become so enthusiastic over its results.

The first page carries an illustration of a burning cigar resting

Q What would inflation do to your banking capital?
To deposits in your bank?

See page 13

May -

**NATION'S
BUSINESS**

Enjoy A NEW PIPE THRILL

● Pipe tobacco of a quality equal to the very finest cigars—yet at far less cost! Of course you've been looking for it.

● Then try Heine's Blend for the pipe thrill extraordinary. You'll appreciate it.

You'll like the mild and mellow flavor of its choice tobacco.



HEINE'S BLEND

HEINE'S TOBACCO CO.,
Massillon, Ohio.

Denver West. (K)
SUTLIFF TOBACCO CO.,
San Francisco, Calif.

Gentlemen: If there's any new thrill in a pipe I want it. Send me generous sample of Heine's Blend.

Name

Address

City State

My tobacconist is

Can You Use

My experience in shipping and knowledge of leading Southern business-men? Present steamship-coal business facing natural decline. I seek new connection as agent or executive-representative. Salary or commission. Previous results will speak for me. Can get you business in the booming South. Further details gladly. "T," Box 206, Printers' Ink.

A one-man advertising-merchandising department

- 12 years' experience creating advertising that dove-tails in with merchandising and sales programs.
- Knows merchandising — has sound practical and workable ideas. Understands dealers' problems.
- A direct mail specialist who can create a piece or a complete campaign.
- Former employers—Colgate-Palmolive-Peet Co., General Foods, Certain-teed Products.
- Not adverse to traveling to merchandise advertising and keep it in tune with salesmen's and dealers' ideas.
- 31, married, University of Chicago. Wants a position where there's work to be done. "U," Box 207, P. I.

BINDERS

To make the files of the Printers' Ink Publications more accessible we sell binders at cost. The Weekly holding ten or more copies is \$1.25, postpaid, and the Monthly holding nine copies \$2.00, postpaid. These binders are an attractive addition to any desk or library.

in an ashtray and this poem headed "Smoke Ballad":

You may not even court the Queen
We know as Lady Nicotine;
Nevertheless I'd like to test
Whether it's no or whether it's yes.
Won't you vote and designate
How you like her style and shape;
Which, to you, the favorite name
On her girdle (if you're game)?
If this smacks of imposition
Just ignore the inquisition.
But I'd do as much for thee
If I were you and you were me.

On the reverse side are these few words: "This is simply a little effort to get a line on men's smoking habits. Your answers will not identify you. Positively no sales solicitation will be made."

The third and fourth pages are made up in the form of a C. O. D. business reply card containing the "Smoke Ballot." The questions are simple and easy to answer: Are you a cigar smoker? If so do you buy them by the box? What is your favorite style? Name of brand you prefer. What is your age?

The sponsor hoped he would get a good percentage of replies and this hope was fulfilled shortly after the ballot went out. They're still coming in with such notations as, "The first questionnaire I've ever filled out," "Why can't more people realize the value of questionnaires that are easy to read and easy to answer?" "I hope you get the information you're after."

• • •

E. G. Bentley, director of publicity, American Seating Company, sends the Class another exhibit of the longevity of advertising. It is a postcard mailed out by the Grand Rapids School Furniture Company thirty-six years ago. This company has since then been re-organized and given its present name. However, the postcard was kept by J. W. Taylor of Corinth, Miss., and on December 30, 1933,

TORONTO
MONTREAL
WINNIPEG
LONDON, Eng.

GIBBONS KNOWS CANADA

REGINA
CALGARY
EDMONTON
VANCOUVER

Classified Advertisements

Classified ads cost seventy-five cents a line for each insertion. Minimum order five lines costing three dollars and seventy-five cents. Classified ads payable in advance.

First Forms Close Friday Noon; Final Closing Saturday

BUSINESS OPPORTUNITIES

Advertising representative available in Eastern territory. Straight commission. Ten years with leading trade publication. Broad merchandising experience in textile, apparel and related fields. Box 795, Printers' Ink.

Sales executive with extensive trade connections San Francisco Bay area desires to represent well-established sound business. Agreeable exchange references view joint investment up to ten thousand dollars with services. Reply Box 794, P.I.

Publisher's Promotion Executive. Can show definite record of accomplishment in this line—as well as in direct selling. Services available to responsible organization planning greater progress. Box 802, Printers' Ink.

I OFFER MY MULTIGRAPH EQUIPMENT FREE

to a reliable organization carrying on an all-year letter mailing campaign and requiring small printing jobs and am prepared personally to supervise all your work on your premises. Lettershops Excluded. Box 803, Printers' Ink.

HELP WANTED

Accountant with advertising agency experience to assume charge of accounting office for agency in Philadelphia. State qualifications in detail in order to obtain interview. Box 792, Printers' Ink.

High-Class Sales Promotion Man, capable of organizing canvassers, solicitors and sales engineers in the New York metropolitan district.

Must have good record, background and references.

Call Medallion 3-1000, room 2060. Ask for Mr. Miles.

PUBLICITY MAN

Large eastern advertising agency is seeking seasoned publicity man with experience in all phases of this work. This is a splendid opportunity to the right man. Give complete information in first letter. Box 800, Printers' Ink.

Artist and Layout Man Wanted

Exceptional opportunity to become established with aggressive, growing agency. Must have retail or department store layout experience; also able to make some finished drawings. Write, stating experience. Box 801, Printers' Ink.

Wanted—Layout man experienced in mechanical trades. Young man looking for a future with growing company. Give complete details and experience first letter. Box 798, Printers' Ink.

POSITIONS WANTED

Stenographer-Secretary

Young lady, college education, English major, two years' experience advertising field. Moderate salary to start. Box 790, Printers' Ink.

BOOKKEEPER-STENOGRAPHER

with 4 years' training in art school wishes employment in Studio or art shop, New York or Eastern City. Box 799, Printers' Ink.

Really GOOD research man who can take a market apart for an agency and show where and how it can be most profitably worked wants to come to New York. Reasonable. Box 789, P. I.

Permanent connection wanted by experienced trade journal ad salesman and business executive; moderate compensation; can locate anywhere. Address: DIS-PLAYCRAFT, Inc., 1882 E. 9th St., Cleveland, Ohio.

ADVERTISING MANAGER

Ten years with most successful advertiser in sporting goods field. Six years' agency and newspaper experience. Unusually capable man for advertiser or agency. Age 34. Salary moderate. Box 791, P. I.

ENGLAND • EGYPT • PALESTINE

Connection sought with Manufacturer, Agency or Private Enterprise having interests either country, by seasoned Advertising and Business executive with resident experience, connections, entree. Address Box 797, Printers' Ink.

HERE!

Had 6 years' retail advertising. Good direct-mail copyist—letters, folders, booklets, newspaper. Layout creator. Light illustrating. Know consumer psychology. Contacted accounts. Want position with mgr., large retailer, dept. store or printing house in East. Christian. Not married. Box 793, Printers' Ink.

Advertising, sales promotion executive seeks opportunity in South, due to health of family. Twelve years' successful record: agencies, direct mail, promotion, editorial, radio. Proven creative ability. Able contact man. Now assistant to president large N. Y. state corp. University grad.; 35, married. Principals only. Box 796, Printers' Ink.

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Every effort is made to keep this index free of errors, but no responsibility is assumed for any omission.

he sent it back to the company with a request for a complete catalog of its office furniture.

Back in September, 1903, the Marble Safety Axe Company ran a fifty-six line advertisement in *Country Life*.

Just recently, more than thirty years after the publication of the original advertisement, the Marble Arms Manufacturing Company, successor to the original company, received an inquiry from Detroit, Mich., in answer to this fifty-six line advertisement which is more than thirty years old.

As the exhibits increase in number, the Schoolmaster is becoming more and more impressed with the fact that it is absolutely impossible even to guess vaguely at the pulling power of an advertisement.

• • •

Among the more authentic repeal literature is "The Old Waldorf-Astoria Bar Book," by Albert S. Crockett, who, in addition to his many years with the Waldorf-Astoria and other hotels, was also in the publishing business for several years with *The Nomad* and *The World Traveler*.

Mr. Crockett has done as much as any one man, to keep alive the memories and traditions of the old Waldorf. Through magazine articles and a book about that famous old hostelry he has put into undying print many interesting stories of the days when the Waldorf was at Fifth Avenue and 34th Street.

In "The Old Waldorf-Astoria Bar Book" he has gathered together the correct recipes for some 500 cocktails and mixed drinks which as he says were "known and served at the world's most famous brass rail before prohibition."

Perhaps the one thing that makes this book stand out above so many of the cocktail recipe books is the many references Mr. Crockett makes to the origin of drinks. His story of the creation of the Bronx cocktail gives, if possible, an added flavor to this succulent drink.

The Schoolmaster does not hesitate to recommend this book to all who are seeking something authentic to help them celebrate the return of hard liquor in a serious fashion.

MEDALLION

3-3500

This may be a lucky number for you. It has meant relief from worry for many an advertising man. It means full measure of value for the careful buyer of printing. It has behind it a group of specially trained men, always on their toes to serve you so well that you will come back again.

And — it is easy to remember

MEDALLION 3-3500

CHARLES FRANCIS PRESS

461 EIGHTH AVE.

NEW YORK, N. Y.



During the first four months of this year the Chicago Tribune led all Chicago newspapers in total volume of department store advertising.